

2010

Damariscotta Heart & Soul Planning Charrette Report

Damariscotta (Me.). Planning Advisory Committee

Friends of Midcoast Maine

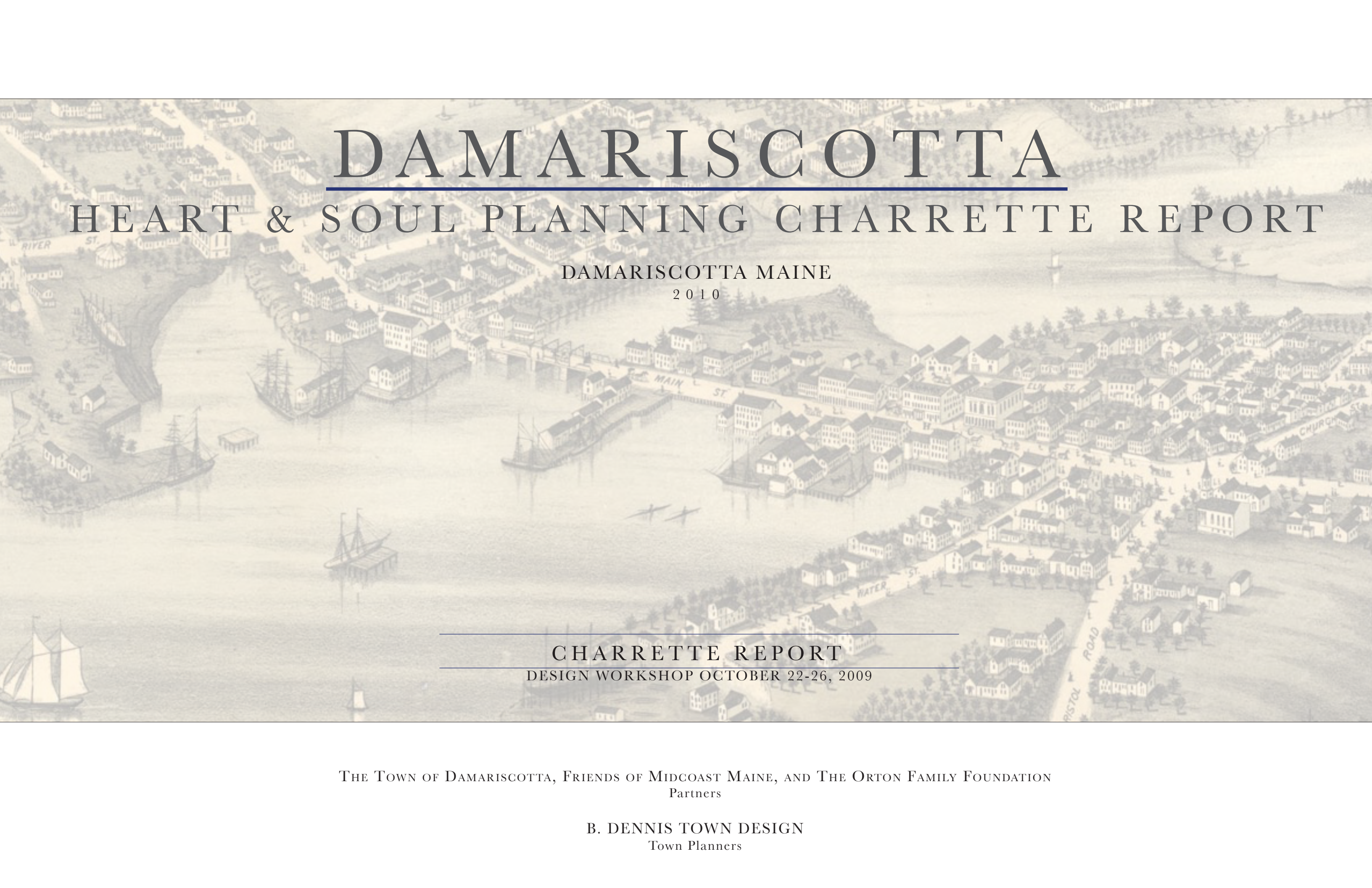
Orton Family Foundation

Follow this and additional works at: <https://digitalcommons.library.umaine.edu/towndocs>

Repository Citation

Damariscotta (Me.). Planning Advisory Committee, Friends of Midcoast Maine, and Orton Family Foundation, "Damariscotta Heart & Soul Planning Charrette Report" (2010). *Maine Town Documents*. 128.
<https://digitalcommons.library.umaine.edu/towndocs/128>

This Plan is brought to you for free and open access by DigitalCommons@UMaine. It has been accepted for inclusion in Maine Town Documents by an authorized administrator of DigitalCommons@UMaine. For more information, please contact um.library.technical.services@maine.edu.



DAMARISCOTTA

HEART & SOUL PLANNING CHARRETTE REPORT

DAMARISCOTTA MAINE

2010

CHARRETTE REPORT

DESIGN WORKSHOP OCTOBER 22-26, 2009

THE TOWN OF DAMARISCOTTA, FRIENDS OF MIDCOAST MAINE, AND THE ORTON FAMILY FOUNDATION
Partners

B. DENNIS TOWN DESIGN
Town Planners

DAMARISCOTTA

HEART & SOUL PLANNING CHARRETTE REPORT

DAMARISCOTTA MAINE

2010

Prepared for:

TOWN OF DAMARISCOTTA
21 School St
Damariscotta, ME 04543
207.563.5168
www.damariscottame.com

Greg Zinser, Town Manager
Tony Dater, Town Planner

DAMARISCOTTA SELECT BOARD
Richard McLean, Chair
David Atwater
Joshua Pinkham
Vicki Pinkham
David Wilbur

DAMARISCOTTA PLANNING
ADVISORY COMMITTEE
Robin Mayer, Chair
George Parker, Vice Chair
Laurie Green, Scribe
Heather Bolint
Nick Buck
John Capen
Steven Hufnagel
Mal Gormley
Dick McLean
Jean Moon
Buzz Pinkham
Marianne Pinkham
Alan Pooley
Mary Kate Reny
Jack Spinner
Dave Wilbur

FORMER MEMBERS
David Atwater
Steve Cole
Peter Drum
Garrett “Boo” Martin
Rob Nelson
Brittany Oliver, Intern
Steve Peters
Amy Winston

ORTON FAMILY FOUNDATION
PO Box 111
Middlebury, VT 05753
www.orton.org

Ariana McBride
Betsy Rosenbluth

FRIENDS OF MIDCOAST MAINE
5 Free Street
Camden, ME 04843
www.friendsmidcoast.org

Jane Lafleur, Executive Director

Prepared by:

B. DENNIS TOWN DESIGN
90 Oriole Avenue
Providence, RI 02906
www.bdennis.com

B. Dennis Team:

Bill Dennis
Principal-in-Charge

Elizabeth A. Della Valle, AICP
Project Manager

Rick Chellman, TND Engineering
Transportation Engineering and Planning

Bob Gibbs, Gibbs Planning Group, Inc.
Retail Consultant

Bob Sitkowski, Sustainable Development
Strategies, LLC
Land Use Regulations and Planning

Mary Dennis, Civic Landscape
Open Space and Landscape

Mike Lydon CNU, The Street
Plans Collaborative
Pedestrian and Bicycle Planning

Dede Christopher,
Christopher Illustration
Illustrations and Planning

Bob Kramer, AIA CNU
Development Consultant

Dover, Kohl & Partners
Town Planners
Jason King, AICP CNU
GIS Consultant and Planning
Pamela Stacy, Planning

CommunityViz ® Team:
Spatial Alternatives
July Colby-George, CommunityViz

Placeways, LLC
Doug Walker, CommunityViz

Volunteer Consultants:
Zack Adelson, Planner
Sara Hines, Architect
Robert Orr FAIA Robert Orr & Associates
Architect and Planner
Jared Sedam, Planner
Kara Wilbur, Design and
Community Donations

*Special thanks to all
those who made generous
contributions:*

Damariscotta Region Business Alliance
Damariscotta Region Chamber of Commerce
Damariscotta River Association
Down Easter Inn
Drum and Drum Real Estate
Friends of Midcoast Maine
Hannaford Supermarkets
Just Atwater
King Eider’s Pub
Lincoln County News
Newcastle Publick House
Oceans Wide: An Adventure in Education
through Ocean Exploration
Paco’s Tacos
Parson and Drum Attorneys
Renys
Rising Tide Community Market
Salt Bay Cafe
Skidompha Library
Spectrum Generations
The Breakfast Place
Yellowfront Grocery
Zampa’s Ristorante
Zecchinos
Verizon

*And to the individuals who
donated their time:*

Louise Belknap
Rosie Bensen
Stella Lydon
Martha Lynch
Pat McLean
Kathy Wilbur

Many thanks to all of the dedicated
citizens of Damariscotta who participated
diligently in the presentations, meetings,
and workshops. This process and
Charrette Report would not have been
possible without your energy, knowledge,
and kindness.

SECTION A

INTRODUCTION

How to Use the Charrette Report.....A.1

Introduction.....A.2

Process Overview.....A.3

What if We Do Nothing?A.4

Outline of Recommendations.....A.6

SECTION B

PROCESS

Process.....B.1

Heart & Soul Process of Outreach.....B.2

The Charrette: Opening Presentation & Community Workshop.....B.5

The Charrette: Public Pin-Up & Review.....B.7

The Charrette: Open Studio / Focus Meetings.....B.8

The Charrette: Production.....B.9

The Charrette: Closing Presentation.....B.10

Charrette Notes.....B.11

SECTION C

ANALYSIS

Damariscotta in Context.....C.1

A Town Rich in History.....C.2

Planning Focus Areas.....C.3

Site Photographs – Downtown.....C.4

Site Photographs – Historic Residential Neighborhoods.....C.5

Site Photographs – Route 1B.....C.6

Zoning.....C.7

Demographics.....C.8

Previous Planning Studies.....C.9

Natural Resources.....C.10

Preserved and Reserved Lands.....C.11

Vehicular Connections.....C.12

Neighborhood Walking Circles.....C.13

Scale Comparisons Along Route 1B.....C.14

Scale Comparisons with Maine Towns.....C.15

Retail Market Assessment.....C.16

SECTION D

ILLUSTRATIVE PLAN

Illustrative Plan.....D.1

Evaluating the Illustrative Plan.....D.2

Downtown Damariscotta.....D.3

Downtown Damariscotta: Potential Parking & Development Strategy.....D.5

Downtown Designs.....D.6

Town Square.....D.7

Route 1B:Yellowfront / Rising Tide to Town Hall.....D.8

Route 1B:Yellowfront / Risind Tide Neighborhood Center.....D.10

Route 1B:Town Hall Civic Green.....D.11

Piper Commons.....D.12

Piper Commons: Residential Green.....D.14

Piper Commons.....D.15

Piper Commons Entry.....D.17

Route 1B & Biscay Road.....D.18

Route 1B: School District.....D.20

Route 1B: School District to Route 1.....D.22

Transportation.....D.24

Transportation: Damariscotta Bike Way Plan.....D.26

Architecture & Building Types.....D.28

Open Space.....D.30

Open Space and the Working Landscape.....D.31

SECTION E

REGULATORY FRAMEWORK

Current Regulatory Obstacles to Implementing the Illustrative Plan.....E.1

The Form Based Approach as An Alternative.....E.2

Application of a Form Based Approach in Damariscotta.....E.3

SECTION F

IMPLEMENTATION

Overview.....F.1

Area-wide.....F.2

Downtown.....F.4

Route 1B.....F.6

Piper Commons.....F.8

DPAC Work Plan.....F.10

Potential Financing Mechanisms.....F.11

Comprehensive Plan Recommendations.....F.13

APPENDIX

Vision Statement.....X.1

DPAC 2010 Work Plan.....X.3

Measuring the Alternatives with CViz.....X.11

Public Comments from Opening Night.....X.18

Complete Record of Notes From Focus Meetings.....X.24

Final Presentation Keypad Polling.....X.31

Tabloid.....X.42

Retail Market Study.....X.44

Bicycle Plan.....X.49

Bicycle Parking Plan.....X.54

History of Damariscotta’s Land Use Ordinances.....X.65

This charrette report is a description of the process of preparing and conducting the Damariscotta Heart & Soul Planning Charrette and its recommendations, in the form of an Illustrative Plan and strategies to implement the Plan.

Damariscotta chose to conduct a design charrette to engage the community in preparing an illustrated vision, and a set of strategies to implement that vision to promote growth that reflects the community’s values, and to address sprawl along the Route 1B Corridor.

A charrette is an intensive, participatory, design workshop that consists of a series of meetings, presentations, and interactive sessions in which a community shapes the vision for its future.

While the entire Town provided an important context for the effort, the focus of the charrette was Damariscotta’s Downtown, the Route 1B corridor, and Piper Commons, a private landholding being considered for development. A number of issues were raised in the course of the charrette that are not addressed in this report, but which can be addressed by the Town in the future. These include:

- Potential for future development in the Biscay Road area.
- Problems with traffic, safety, and the use of Bristol Road as the principal thoroughfare to the Pemaquid Peninsula.
- Role of the health care industry and Miles Memorial Hospital in Damariscotta as a service center community in Lincoln County and the Midcoast.

Section A INTRODUCTION of this report begins with this description of “How to Use the Charrette Report”. It is followed by a brief introduction to the report, including a summary of the process and an outline of its recommendations.

Section B PROCESS describes the process of preparing and conducting the charrette. Throughout this report, the community’s core values are described and used to analyze the Illustrative Plan and implementing strategies. These community values were developed by the Damariscotta Planning Advisory Committee (DPAC) as part of its Heart & Soul Planning process. Community values are illustrated with “icons” that are described in this section. The icons are then used throughout the report to indicate where designs or recommendations reflect the different community values. What the values are, how they were developed, and how they are reflected in the Illustrative Plan and implementing strategies are more fully described in Section B, Section D, Section F, and the Appendix of this report.

Section C ANALYSIS presents basic information about Damariscotta – its context in the Lincoln County and Midcoast region, its history, more information about the focus areas of the charrette, current zoning, demographics, previous planning studies, environmental context, vehicular connections and pedestrian mobility, and a brief retail market assessment.

Section D ILLUSTRATIVE PLAN more fully discusses the Illustrative Plan that was part of the outcome of the Damariscotta charrette. The Illustrative Plan takes the long view and suggest possible directions, for the next 40-70 years, based on the Town’s last 30 years of development trends¹ and input from the charrette.

Section E REGULATION explains form based codes, mentioned in a number of places throughout this report as a means of amending the Town’s land use regulations. A form based code is a

¹This simple, straight line projection is based on approximately 14.1 new residential units and 12,700 square feet of new commercial development per year, calculated from development trends in Damariscotta over the past 30 years.

regulatory tool that places primary emphasis on the physical form of the built environment with the goal of producing a specific type of “place”. This regulatory mechanism is not the only option the Town has to implement the Illustrative Plan; however, the charrette team recommends this approach as the most effective way to implement the details of the Illustrative Plan.

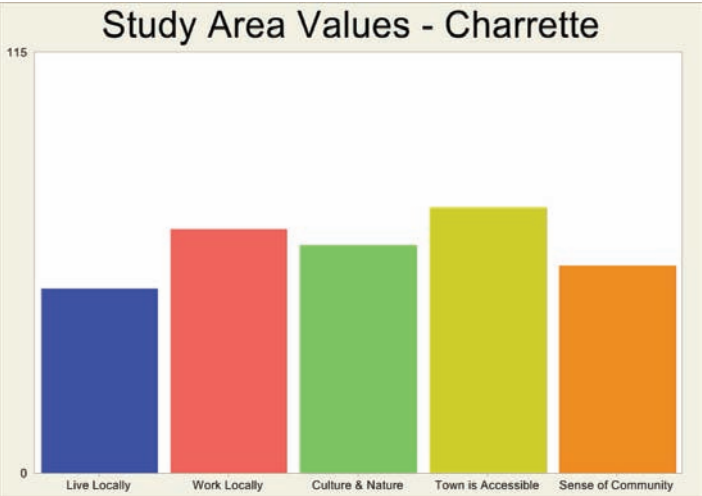
Section F IMPLEMENTATION includes the recommendations of this report, from short to long term as well as area-wide. It also summarizes DPAC’s 2010 Work Plan, potential funding mechanisms, and comprehensive plan recommendations.

Section X APPENDIX contains background and more detailed information, including a vision statement, DPAC’s 2010 Work Plan, the process used to measure how well the Illustrative Plan responds to community values, public comments offered in the charrette, and a Level 1 retail study.

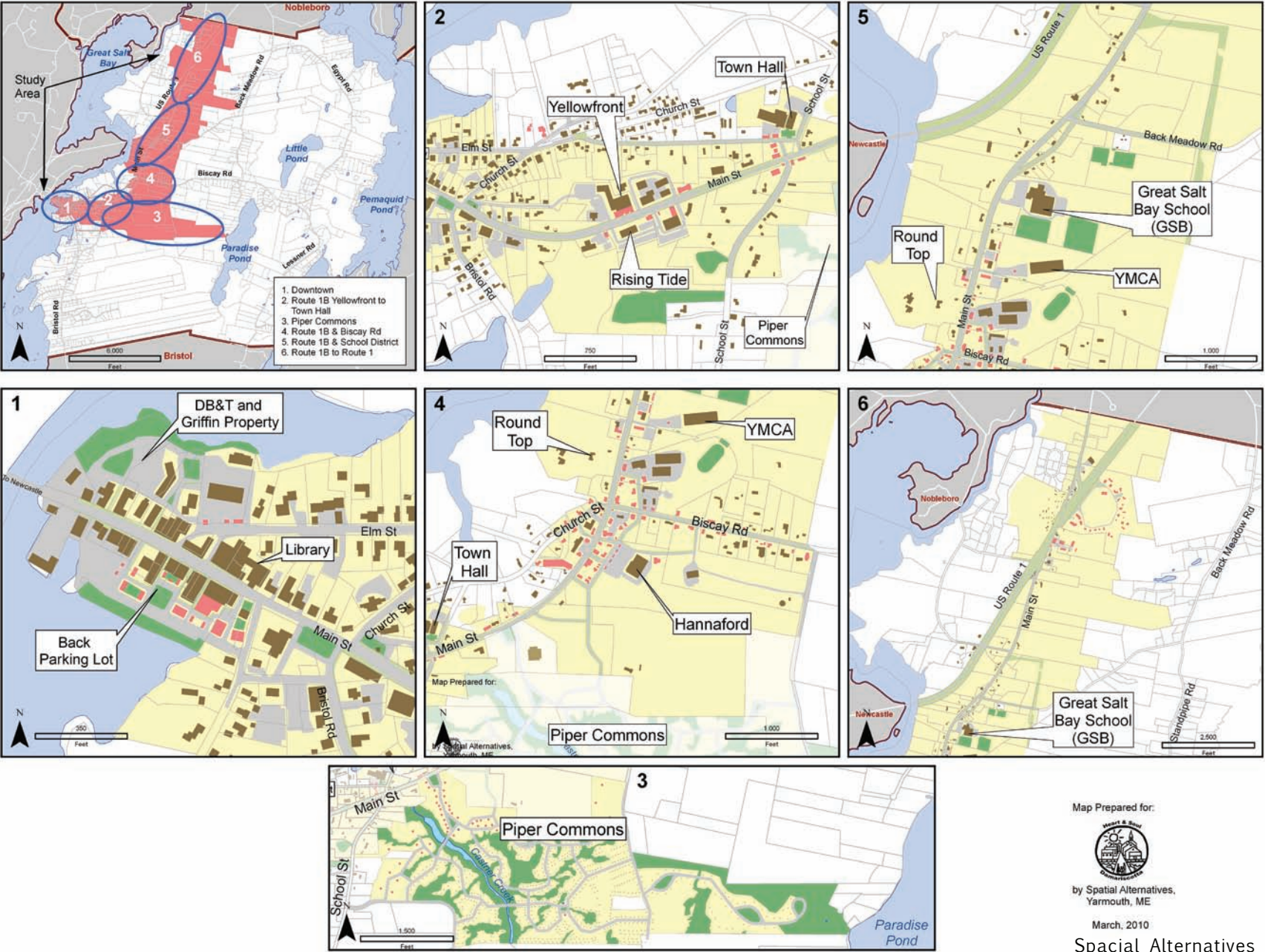
A number of local names for places in Damariscotta are used in this report. We have identified most of them on the maps located on the next page.

Though this charrette report is extensive and includes many recommendations, the community’s work on the Illustrative Plan and implementation strategies is not done. While the principles and elements of the Illustrative Plan are clearly in-line with community values, and work to implement some of them has already begun, other elements will require further discussion, refinement, and modification to reflect a broader community consensus about steps Damariscotta should take in the future.

The charrette team applauds the community’s past and current planning efforts and encourage you to continue to “BE A PART OF DAMARISCOTTA’S HISTORY” and “PLAN YOUR FUTURE”!



This chart suggests that residential and commercial growth that is likely to occur under the Town’s current regulations and development trends will build out in approximately 35 to 50 years, while residential and commercial growth anticipated in the Illustrative Plan will take approximately 40-70 years.



Damariscotta is a historic village located along the shore of the Damariscotta River. Though it developed as a shipbuilding center, the community now thrives on tourism as well as providing daily goods and services for the region. Despite a population of only 2,000, Damariscotta is the retail and service center for inland and peninsula communities due to its location along Route 1. Damariscotta also has a robust offering of cultural organizations and activities, superb schools, as well as incredible natural amenities, including four lakes and the River.

New development has sprawled beyond the compact Downtown, along Business Route 1B because of the Town’s regulations and economic center in the region, to name a few reasons. The pace of development has been slow enough that these changes occurred incrementally. In 2005, Damariscotta faced the prospect of a big box store locating in the community. This galvanized residents on both sides of the issue and resulted in a record turn-out (approximately 90% of registered voters) for a special election that resulted in approval of a retail store size-cap (35,000 sq. ft. maximum). This experience, however, revealed both how ill-equipped the community was to manage ever-increasing development pressures and the need to engage a cross-section of the community in future planning and development. In response, the Town hired a part-time planner and formed the Damariscotta Planning Advisory Committee (DPAC) so it could be pro-active in the face of development pressures by tapping into existing networks, building new connections and engaging all citizens in a process that is meaningful and produces specific policies and plans.

DPAC began working with Friends of Midcoast Maine (FMM) to engage citizens in planning for the future. Its efforts included a successful application for a two-year planning grant from the Orton Family Foundation (Orton), to engage in a “Heart & Soul Community Planning” process.

DPAC Mission:
To lead a community-driven process to make the Damariscotta region a better place to live, work, play, do business and visit for people of all ages by advancing policies and practices that foster sustainable land use and prosperity.

Believing in a collaborative and participatory design effort, DPAC worked with the Town to hire consultants. In the summer of 2009, B. Dennis Town Design was selected to help the Town develop a road map for future development. Spatial Alternatives and Placeways, LLC were also hired to determine how well alternative design scenarios reflect the Town’s core values.

Through a process called a “charrette”, the consultants worked with the public to craft an Illustrative Plan and other supporting documents described in this charrette report to show how future growth and change can happen in a way that reflects the Town’s core values.

Damariscotta Local Places Map

Damariscotta Planning Milestones

2005-2006 Retail size cap passed

2007 Damariscotta Planning Advisory Committee created

April 2008 Townwide Pedestrian and Bicycle meeting held

April 2008 Town awarded state grant to study shore and harbor

July 2008 Damariscotta selected as Heart & Soul Community Planning town

Oct 2008 Heart & Soul Community Planning project launched at the PumpkinFest and Regatta

Dec 2008-May 2009 Neighbor to Neighbor Chats, Community Conversations

May-Aug 2009 Visioning activities and continuing conversations

Sept 2009 Pre-charrette workshop

Oct 2009 Damariscotta Heart & Soul Planning Charrette

April 2010-Sept 2012 Review and update Comprehensive Plan, codes, and budget priorities

The Heart & Soul Planning Process began in 2008, combining the efforts of the Town, DPAC, FMM, and Orton. A number of events were held during the first year of the grant including neighbor to neighbor interviews, pot luck dinners, community workshops, surveys, and other types of interactive events.

In September 2009, a pre-charrette workshop was held at the Darrows Barn at Round Top Farm (Round Top) to begin thinking about the study areas - in particular the Downtown, Route 1B, and Piper Commons², a large site under consideration for private development. The workshop began to extract ideas and also prioritize core community values in order to understand what matters most to residents of the community. This event, attended by more than 60 people, also provided yet another opportunity for the community to identify key topics for discussion, voice concerns, and learn more about the upcoming charrette.

The four-day charrette was held in October, 2009. Consultants with expertise in a variety of disciplines related to traditional town planning - architects, transportation and civil engineers, retail consultants, designers, landscape architects, planners, illustrators, and geographical information system (GIS) professionals - arrived in Damariscotta. A studio was set up at Round Top to serve as home base for the consultants and public meetings. More than 200 people from Damariscotta and the surrounding area attended charrette events, providing valuable ideas and steering the planning work.

The charrette began with a kick-off event and hands-on design workshop, which was attended by more than 100 people. Participants discussed issues in small groups, marked up maps, and shared hopes and concerns.

Over the next three days, the consultants developed design scenarios for the area that incorporated residents' values and visions for the future.

As the consultants worked, residents participated in focus meetings to provide ideas on key issues and core values. The consultants incorporated ideas generated during these meetings into the evolving design.

At the end of each day, a public pin-up session took place. Charrette team members presented in-progress designs, which were critiqued by citizens who asked questions and made recommendations. Designers worked into the evening and through the following day to incorporate the community's ideas and prepare for the next day's sessions.

Meanwhile, Spatial Alternatives and Placeways, developed 3-D visualizations and measures of community values using CommunityViz® (CViz), a GIS-based software, which allowed people to evaluate the impact of design alternatives.

The closing presentation was held on the final night of the charrette. More than 100 people packed into the Great Salt Bay School cafeteria to see the outcome of everyone's hard work. The charrette team presented designs and participants rated the illustrative plans for each study area using keypad polling.

The Heart & Soul process and the charrette have begun to strengthen public engagement and investment in the future of the Town, increase trust among diverse segments of the population, address land use issues, improve economic development opportunities consistent with community values, and serve as a model for development practices in small town Maine. Moving forward, the Town will continue to engage new voices in developing a shared community vision.

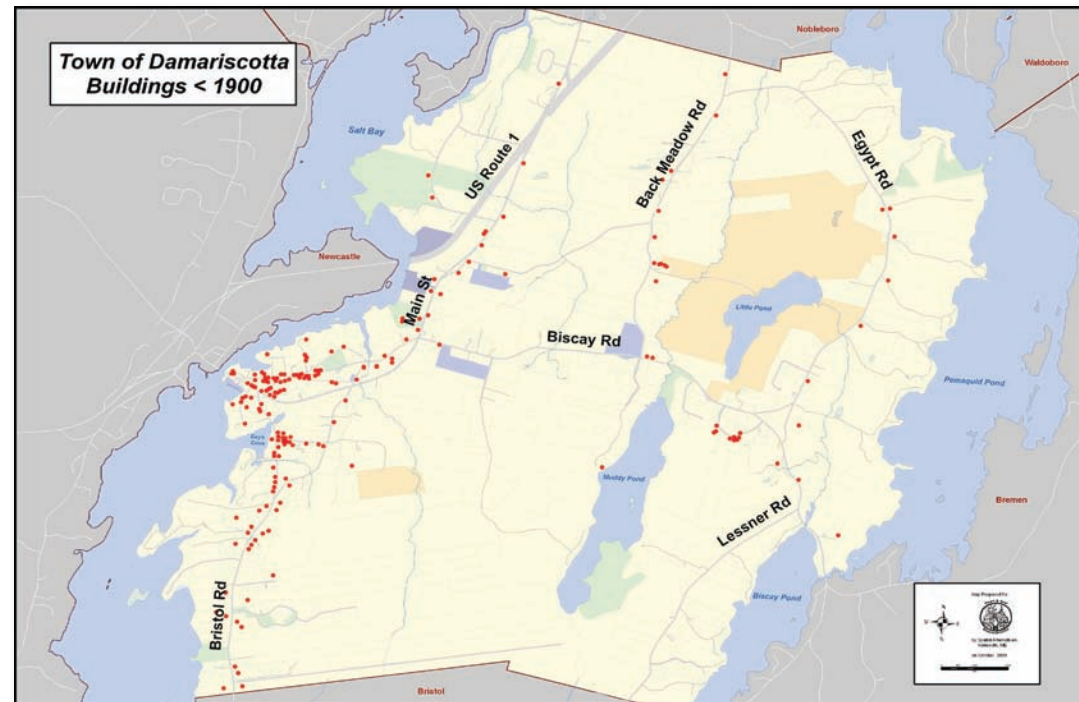
The purpose of this report is to more fully describe that vision and provide a menu of strategies that the Town can use to turn that vision into reality. A more complete description of the charrette process is provided in Section B of the charrette report.

² This property has also been called Piper Village and Damariscotta Commons.

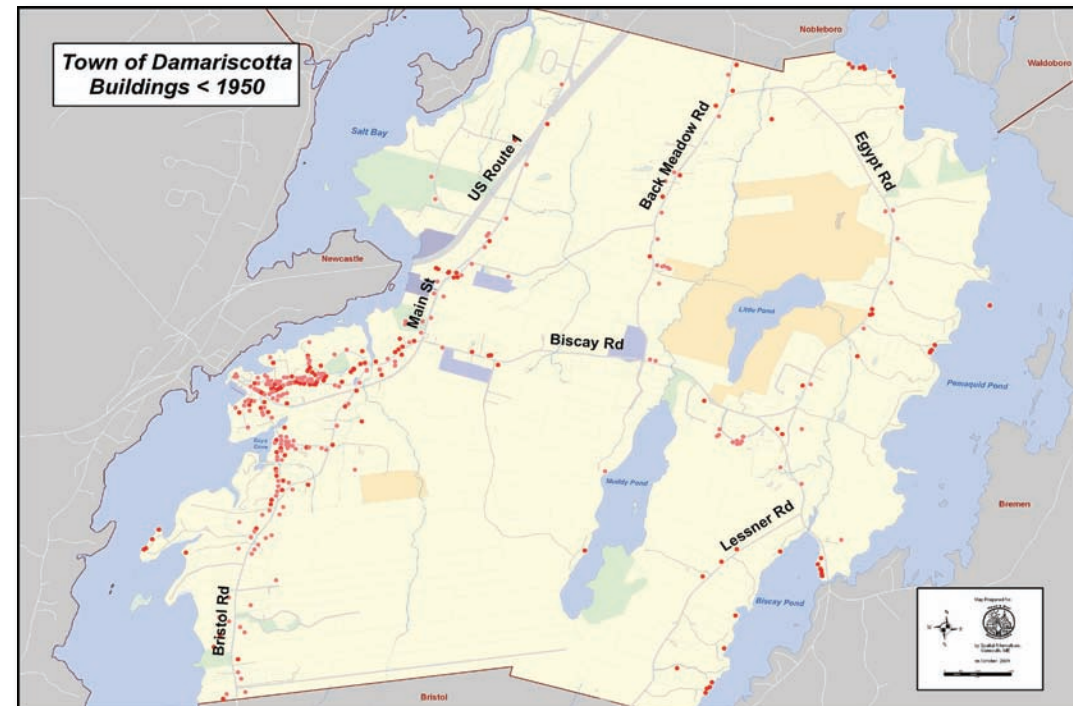
WHAT IF WE DO NOTHING?

To help set the stage for discussion at the charrette, the CViz team developed a series of maps that describe Damariscotta's past and current pattern of growth. Based on recent development patterns and rates, the CViz team then projected growth that is likely to occur if the Town does not change existing regulations.

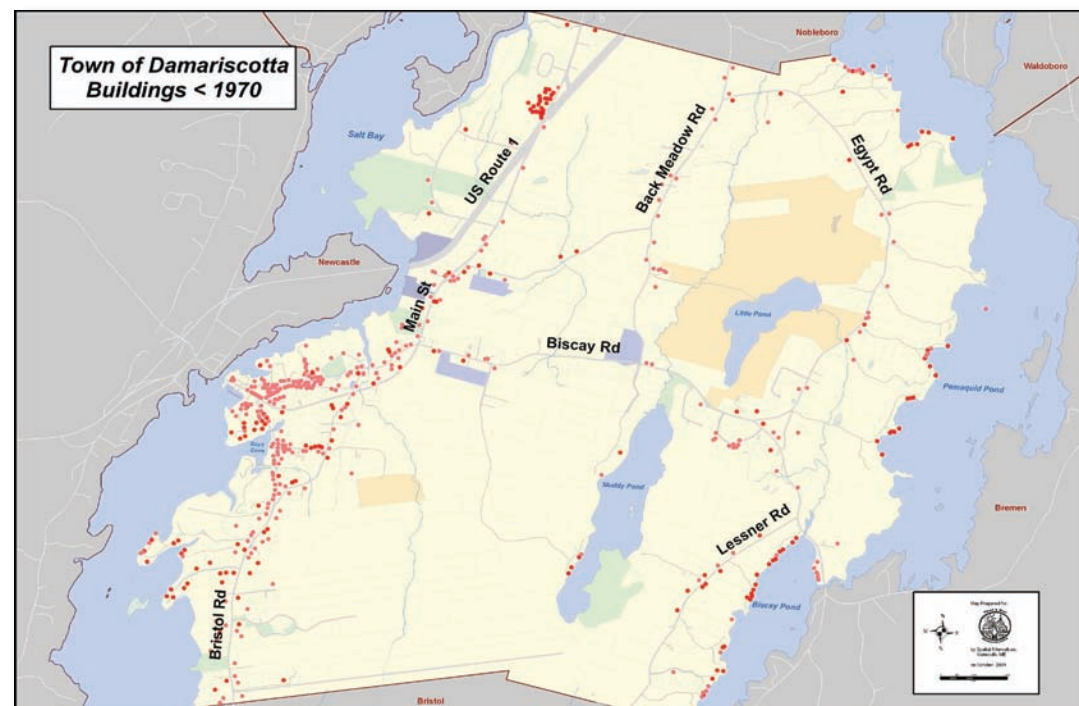
(continued on next page)



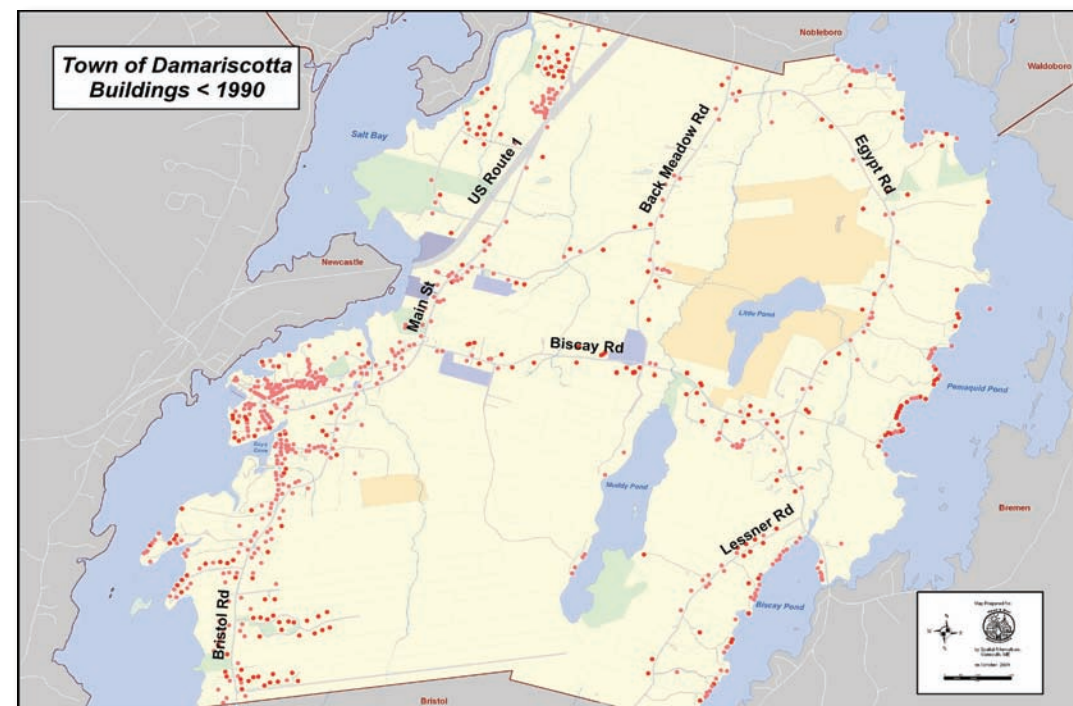
In 1900, most of the development in the community was located in Downtown and along Main Street and Bristol Road. Smaller areas of development were also located on Back Meadow Road, Egypt Road, and Biscay Road.



By 1950, there was additional development, but it largely followed the same patterns that were established by 1900, with the exception that the neighborhoods around Downtown were filling in and development was beginning to be evident along Lessner Road and Biscay Pond.



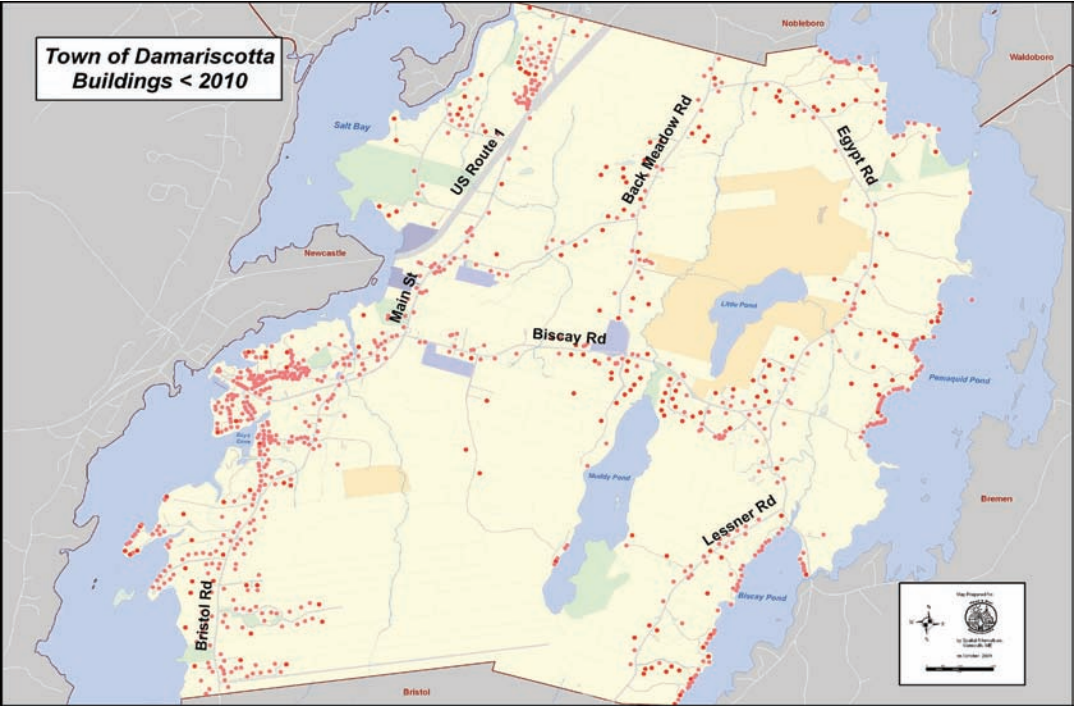
By 1970, these patterns were still evident, though more development was spreading further down Bristol Road, clustered on Route 1 near the northern connection with Main Street, and more buildings were showing up along all of the Town's waterfronts, including increased development along Biscay and Pemaquid Ponds.



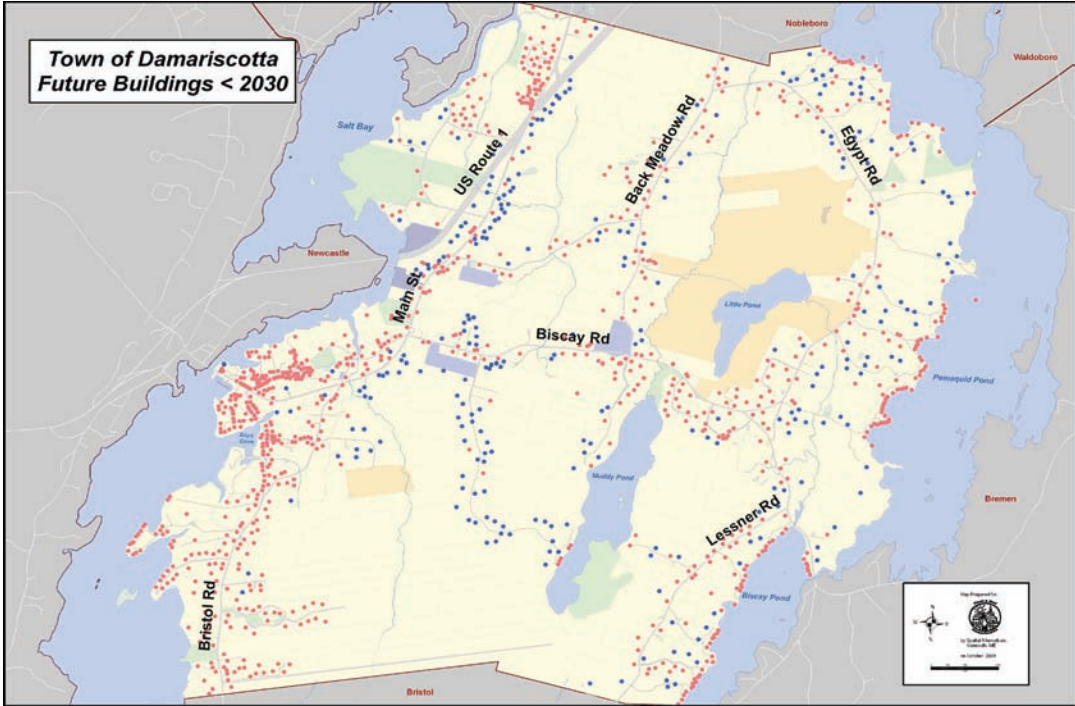
By 1990, there was increasing development along the Town's major roads, including Biscay, Lessner, and Egypt Roads. New dead-end roads are beginning to appear off Bristol Road.

WHAT IF WE DO NOTHING?

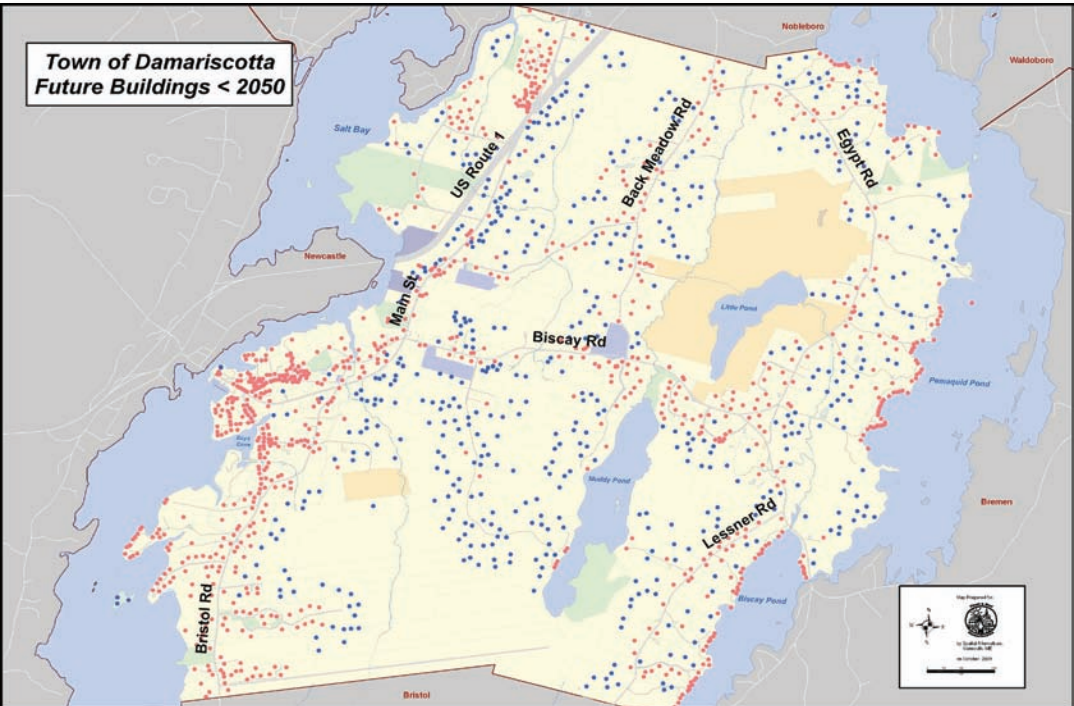
It is clear that without some changes in existing regulations and development patterns, Damariscotta in future years will be very different than today. The rural character of Damariscotta will be lost. Open spaces will be developed into cookie cutter lots. Environmental quality will be degraded. And people will be solely dependent upon their automobiles to find common goods and services. By considering and adopting the changes proposed in this report, the Town will preserve open spaces and rural character while it promotes development that enhances the Town, adds to the vitality of Downtown, and encourages walking to obtain goods and services. The values of living and working locally will be better met. The environmental quality of the Town will be better protected and nature and culture will continue to be in close proximity to each other.



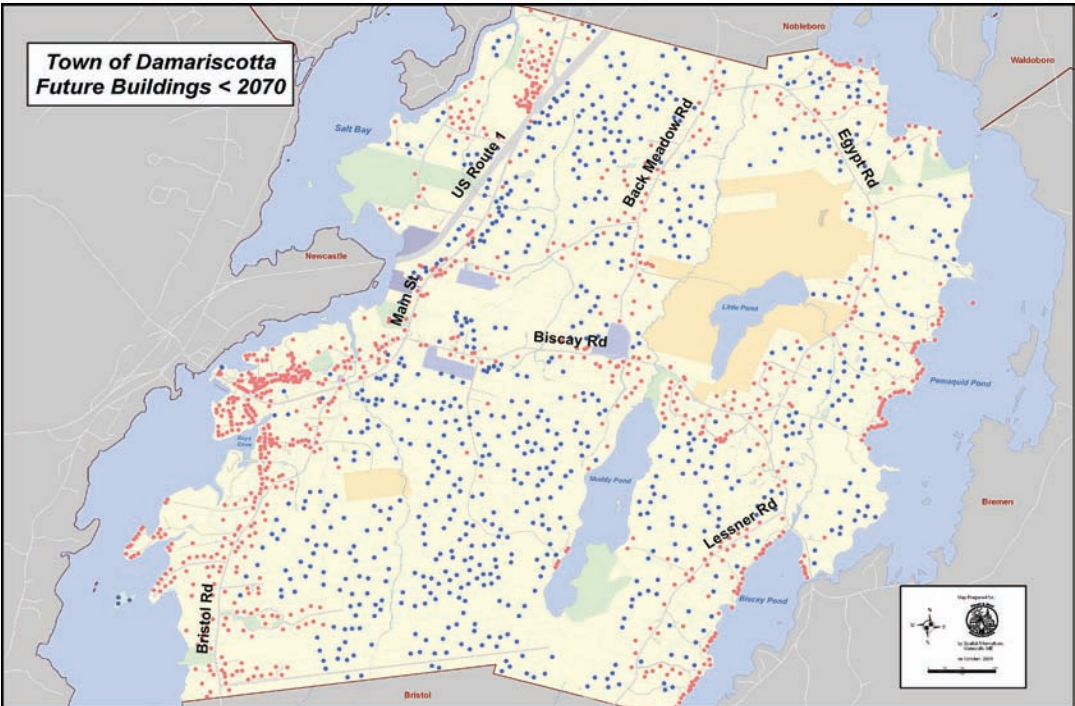
By 2010, new development was extending further north and south off Biscay Road closer to Paradise and Little Ponds. Some interior roads were connected; some were not.



By 2030, if recent patterns of development continue, Damariscotta is likely to see development spreading out along Heater, Standpipe, and Back Meadow Roads, and expanding east and north toward the shore off Egypt Road. More development is also anticipated between Lessner Road and Biscay Pond.



By 2050, if recent patterns of development continue, Damariscotta's is likely to see an even more dispersed pattern of development throughout the Town, with only the area around Little Pond, which is owned by the Great Salt Bay Sanitary District, and the area around Cranmeadow Brook, undeveloped.



By 2070, the same low density, dispersed pattern of development has only intensified. The only large undeveloped area left is that owned by the Great Salt Bay Sanitary District around Little Pond.

There are four basic ways to implement the recommendations of the Illustrative Plan created through the charrette:

- New and/or revised regulations,
- Government planning and investment in physical improvements,
- Volunteer efforts to engage the community, oversee implementation, and undertake special projects, and
- Work with landowners/developers to ensure support for Damariscotta’s vision.

Below is a summary of the major recommendations of the charrette report. A complete description of these recommendations is provided in Section F.

This summary is organized by Damariscotta’s core community values, as represented by the following icons, though many recommendations respond to more than one value.



We Live Locally



We Work Locally



Where Culture and Nature Meet



We are an Involved Community



The Town is Accessible



There is a Sense of Community



We Live Locally

1. LOT SIZES & FRONTAGE REQUIREMENTS – Reduce minimum lot sizes and frontage requirement to encourage compact, walkable development.
2. HOUSING OPTIONS – Encourage a mix of housing types to encourage workforce housing and mixed income/intergenerational buildings and neighborhoods.
3. ENCOURAGE TRADITIONAL NEIGHBORHOODS IN PIPER COMMONS
 - a. With narrow, interconnected, public streets, sidewalks, shade trees, shallow building setbacks, mixed uses, and orientation of buildings with their narrow ends parallel to the street.
 - b. Protect streams, wetlands, and Paradise Pond from compact nodes of development.
 - c. Provide civic and other gathering places and privacy for future residents.
 - d. Provide multiple entry points to the neighborhood from existing roads.
 - e. Encourage commercial and mixed uses near Route 1B and decrease intensity of use toward the interior and Paradise Pond.
4. LAND USE REGULATIONS – Consider a form based code³ for Downtown, Route 1B, and Piper Commons. Adjust zoning code accordingly.



We Work Locally

1. MARKETING – Encourage merchants to coordinate marketing activities.
2. ONGOING IMPROVEMENTS – Make small changes at key locations Downtown to improve design and address parking and circulation.

³ A form based code is a land development regulatory tool that places primary emphasis on the physical form of the built environment with the goal of producing a specific type of “place”. See Section F of this charrette report for a more complete description of form based codes and how they are might work in Damariscotta.

3. PARKING – Develop a strategy for parking and development, including improvements to the Back Parking Lot south of Main Street and the Damariscotta Bank & Trust/Griffin property.
4. NEW BLOCKS & STREETS – Extend and connect side streets Downtown to create blocks that provide opportunities for new structures and on-street parking. Keep new buildings close to the street in most areas of Town.
5. SIDEWALK ENHANCEMENT – Maintain or create a pattern of sidewalks, shade trees, shallow building setbacks from the street, and mixed uses.
6. WORKING WATERFRONT – Locate and encourage water dependent uses close to the shore.
7. TEMPORARY RETAIL – Allow temporary stores during festivals and special events.
8. GREEN BY WATER – Expand access to waterfronts and provide resting spots and gathering places.
9. MIXED USE CENTERS – Create nodes of development on Route 1B, focused on different purposes.
10. DEFINE STREETS – Infill large parking lots and undeveloped properties with small buildings to create a continuous street front within nodes of development.
11. STREETS IN PARKING LOTS – Create new roads to break up parking fields, provide on-street parking, and guide pedestrians.
12. HOUSE-LIKE RETAIL – Encourage some new buildings with a residential appearance to vary the commercial character of Route 1B.
13. VIEW TO COUNTRYSIDE – Provide open spaces between nodes of development to offer green breaks between developed areas and to provide places for people to gather or rest.
14. GREEN JOBS – Encourage green industries/jobs in part of Piper Commons.



Where Culture & Nature Meet

1. CONSERVATION – Adopt a guiding philosophy of preservation, stewardship, and connection.
2. CONNECT TO NATURE – Respect environmental resources and encourage access to them.
3. VIEW NATURE – Preserve scenic views of the River, ponds, streams, and key properties.
4. WORKING LANDSCAPE – Continue and expand working waterfronts and landscapes.
5. LEARN ABOUT THE LAND – Create a campus for environmental and agricultural education.
6. VARIETY OF GREEN AREAS – Create community playgrounds, playing fields, and gardens close to neighborhoods.



We Are An Involved Community

1. COMMUNITY CENTRAL – Coordinate volunteers to pursue community initiatives and encourage intergenerational opportunities.
2. LOCAL TALENT – Involve different community groups where they have expertise and/or interest.
3. HEART & SOUL – Continue to encourage everyone to be involved.



Town is Accessible

1. PEDESTRIAN FIRST / PARK ONCE – Adopt a guiding philosophy of pedestrian first/park once and plan for vehicles, bikes, and pedestrians.
2. PARKING TO SUPPORT BUSINESS – Create a parking management plan and strategy and investigate locations for potential parking structures.
3. CORRAL TRUCKS – Work with nearby communities to manage through-truck traffic and post the southern entrance to Route 1B as “no through trucks”.

(continued on next page)

(continued from last page)

4. **REGIONAL/LOCAL DELIVERIES** – Designate loading zones and coordinate deliveries.
5. **REMOTE PARKING & SHUTTLE** – Create a shuttle bus system to circulate among remote parking areas and key locations in Damariscotta and nearby communities. Manage employee parking.
6. **WAYFINDING** – Create a map and add signage to aid in wayfinding.
7. **WALK EVERYWHERE** – Link Downtown and other parts of community via sidewalks and trails.
8. **BIKE EVERYWHERE** – Post on-street bike routes, mark shared use lanes (sharrows), provide bike parking, create a bicycle boulevard, and shared use paths, trails, and lanes.
9. **TOWN GREENS** – Modify intersections and use community greens to calm traffic at key intersections and create community gathering spaces and focal points.
10. **SKINNY STREETS** – Narrow Route 1B and other high speed streets with sidewalks, landscaping, and on street parking. In some places, provide a center turning lane or landscaped median to calm traffic.
11. **HIDE THE CARS** – Require parking lots to be located to the side or rear of buildings. Break up large parking fields with new roads that create blocks for smaller buildings and on-street parking.
4. **WELCOME TO DAMARISCOTTA!** – Provide a tasteful gateway/welcome sign.
5. **PEOPLE GOTTA GO** – Provide public rest rooms in Downtown.
6. **NEW COMMONS** – Create a commons at the entrance to Piper Commons off Route 1B.
7. **KIDS AND NATURE** – Link the Great Salt Bay School and YMCA with walking paths and nature trails. Create community gardens and a skating rink.



PHOTO BY JANE LAFLEUR



There is a Sense of Community

1. **WATERFRONT FESTIVALS** – Redevelop the Back Parking Lot south of Main Street to allow greater public gathering opportunities.
2. **GO TO THE WATER** – Explore opportunities for rain gardens, increased plantings, and reduced pavement. Add pedestrian amenities. Provide a boardwalk.
3. **PARKING TO PARK** – Create a park-like atmosphere near the Damariscotta Bank & Trust/Griffin property.

Charrette Schedule
October 22 - 26, 2009

TIME	Thursday, October 22 DAY ZERO	Friday, October 23 DAY ONE	Saturday, October 24 DAY TWO	Sunday, October 25 DAY THREE	Monday, October 26 DAY FOUR	Tuesday, October 27 DAY AFTER
8:00 AM		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00 AM			FOCUS MEETING #4 <i>Measuring Outcomes with Cviz</i>	PLAN REFINEMENT DESIGN DEVELOPMENT	PRODUCTION	
10:00 AM		FOCUS MEETING #1	FOCUS MEETING #5	FOCUS MEETING #6		MEETING
11:00 AM		<i>Views, Recreation, Arts</i>	<i>Population & Housing Needs</i>	<i>Public Gathering Spaces & Safty</i>		<i>Debriefing meeting with DPAC & Town & Next Steps</i>
12:00 AM	Team Begins Arriving in Damariscotta, ME	Lunch In	Lunch In	Lunch In	Lunch in	Remaining Team Departs
1:00 PM		FOCUS MEETING #2 <i>Links between uses, needs, people</i>	CONCEPT PLAN FORMATION	DESIGN DEVELOPMENT	PRODUCTION	
2:00 PM	Set-up Studio & review base materials	FOCUS MEETING #3				
3:00 PM		<i>Jobs, Downtown, Businesses</i>				
4:00 PM	Project overview with DPAC & Facilitator Training	Meeting with Town Staff/Boards				
5:00 PM	Dinner in	Walk about Downtown with business owners & Bob Gibbs	PUBLIC PIN-UP & REVIEW	PUBLIC PIN-UP & REVIEW		
6:00 PM	Set-up for Opening Presentation	PUBLIC PIN-UP & REVIEW	Dinner in	Dinner out	Set-up for Closing Presentation & Break Down Studio	
7:00 PM	OPENING PRESENTATION & HANDS-ON COMMUNITY DESIGN WORKSHOP	Dinner In		King Eider's	CLOSING PRESENTATION	
8:00 PM		PLAN SYNTHESIS & REFINEMENT	PLAN SYNTHESIS & REFINEMENT	PRODUCTION	Dinner Out with Town Staff Zampa's	
9:00 PM						
10:00 PM						
Public Mtg						
Internal Mtg						

DPAC began the Heart & Soul Planning Process in 2008 and spent a year engaging a broad cross-section of the community, extracting people’s hopes and dreams for the future of the Town. This community building effort included an intensive four day long design charrette, held October 22 - 26, 2009, which focused on turning ideas and aspirations into an illustrative plan to guide future growth.

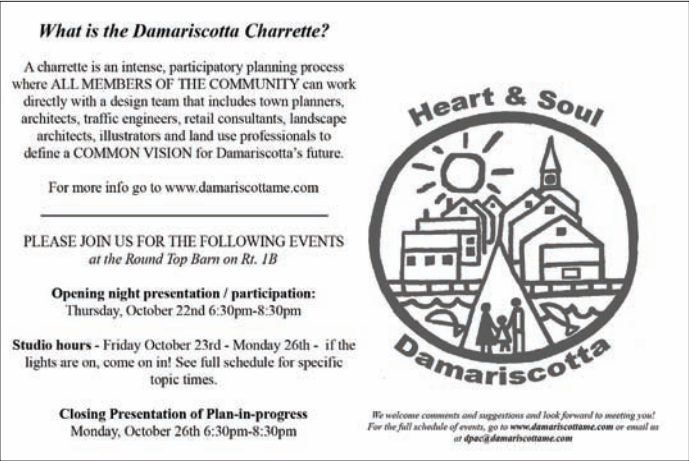
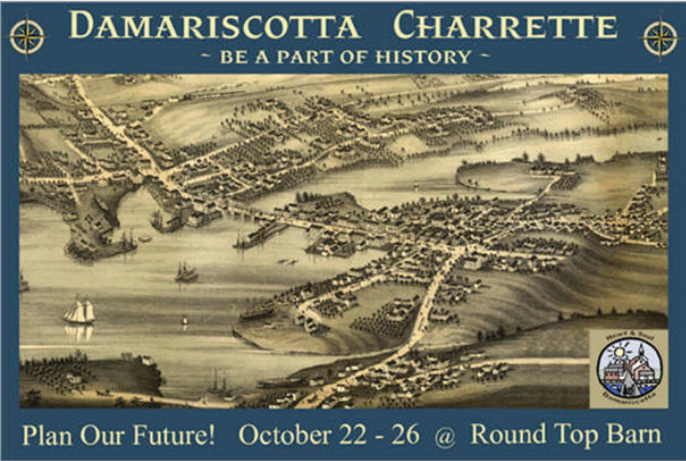
To advertise and prepare the community for the charrette, DPAC worked with FMM, Orton, and the charrette team to prepare materials to advertise and encourage the community to take part in the charrette.

The charrette team prepared a postcard that featured a bird’s eye view of the Damariscotta area from times past, encouraging residents to “Be a Part of History” and “Plan Our Future!”

The postcards were posted in prominent locations throughout Town. DPAC also personally distributed the postcards door to door and encouraged Damariscotta residents to join them at one or more of the sessions. DPAC and FMM continued to send out weekly e-news updates and press releases to the Lincoln County News. The Town’s website was also regularly updated with pertinent information.

In addition to the postcard, a tabloid was prepared and inserted in the Lincoln County News about two weeks prior to the charrette. The tabloid described the charrette, outlined the core values established by the community, shared the results of DPAC’s latest community survey, reviewed two years of DPAC accomplishments, illustrated past and current development patterns, described the CViz tool that would be used as part of the process, introduced the charrette and CViz teams, and provided the charrette schedule. It also included a description of livable communities and offered a menu of ways that the public could get involved in shaping the future.

A “charrette” is an intensive, participatory, design workshop consisting of a series of meetings, presentations, and interactive sessions in which a community shapes the vision for its future.



The Charrette schedule and post cards were distributed to the public to generate interest in the project.

HEART & SOUL COMMUNITY PLANNING CHARRETTE • OCTOBER 22-26, 2009

Be a Part of History...

Help Plan Damariscotta's Future

Choose Damariscotta's Future – and Yours

A few individuals behind closed doors plan most communities' futures, but in Damariscotta we have the opportunity to collectively envision our town's future. We invite all residents to join in a collaborative, multi-day "charrette," or planning session, October 22-26 to help guide future growth and development in Damariscotta. Residents, business owners, youth, elected and municipal officials, and anyone else with an

interest in our town will work directly with a professional Design Team—a group of designers, architects, retail consultants, traffic engineers, landscape architects, illustrators and land use professionals—to help shape Damariscotta's future.

The Damariscotta Planning Advisory Committee (DPAC) has overseen a yearlong Heart & Soul Community Planning process to engage citizens, help them describe what they care most about, and develop a common vision for our town. More than 400 townspeople have told us what they love about Damariscotta and what they'd like to change. Using that information, the Design Team is building alternative planning options that take into account impacts on social, cultural, economic, environmental, infrastructure, and other aspects of the town. Together, the citizens and the Design Team will evaluate those options and draft possible solutions to local design problems that will enhance the values and vision of all who live and play in Damariscotta.

cont. on page 3

From Values to a Vision for Damariscotta

The Damariscotta Planning Advisory Committee is working to ensure that what people value is protected and enhanced for future generations. Damariscotta is a special place to live, work, play and do business. One way or another we all seem to know this, but over the last year of listening to residents we have heard six major themes about life in Damariscotta:

1. We can live locally, meeting our daily needs by supporting our helpful merchants.
2. We can work locally and can grow locally owned businesses.
3. We have a strong sense of community where people trust one another and feel safe.
4. We are an involved community that participates in schools, organizations, churches and community events and festivals.
5. We appreciate the close proximity of culture and nature. Right out our back doors we might see a seal or a moose, but we also have fine restaurants, art galleries, theater, bookstores and library, all within walking distance.
6. We have easy access to goods and services, to local government and to information.

Do you agree that these are the things that make Damariscotta special? What else do you want to see in our town's future? Stop in to help us refine a new vision for Damariscotta!

Don't miss your chance to make a difference in your town and its future!
Drop in any time the lights are on.

CHARRETTE SCHEDULE

October 22-26, 2009
at the Barn at Round Top Farm
Business Route 1, Damariscotta

Thursday, October 22

6:30 pm

Opening presentation and hands-on community design workshop

Friday, October 23

10:30 am

Focus Meeting #1: Working Locally – Jobs, Downtown, Businesses

1:00 pm

Focus Meeting #2: Access to Town – Links between Uses, Needs, and People

2:30 pm

Focus Meeting #3: Access to Nature and Culture – Views, Recreation, Arts

4:30 pm

Pin-Up and Review

Saturday, October 24, 2009

9:00 am

Focus Meeting #4: Understanding Alternatives – Measuring and Seeing Outcomes

10:30 am

Focus Meeting #5: Living Locally – Population and Housing Needs

4:30 pm

Pin-Up & Review

Sunday, October 25

10:30 am

Focus Meeting #6: Maintaining Community – Places to Meet, Volunteers, Safety

4:30 pm

Pin-Up and Review

Monday, October 26

4:30 pm

Pin-Up and Review

6:30 pm

Closing Presentation

The public is welcome at all events! Times of scheduled sessions may change; visit www.damariscottame.com for updates.

Damariscotta Heart & Soul Community Planning • www.damariscottame.com • page 2

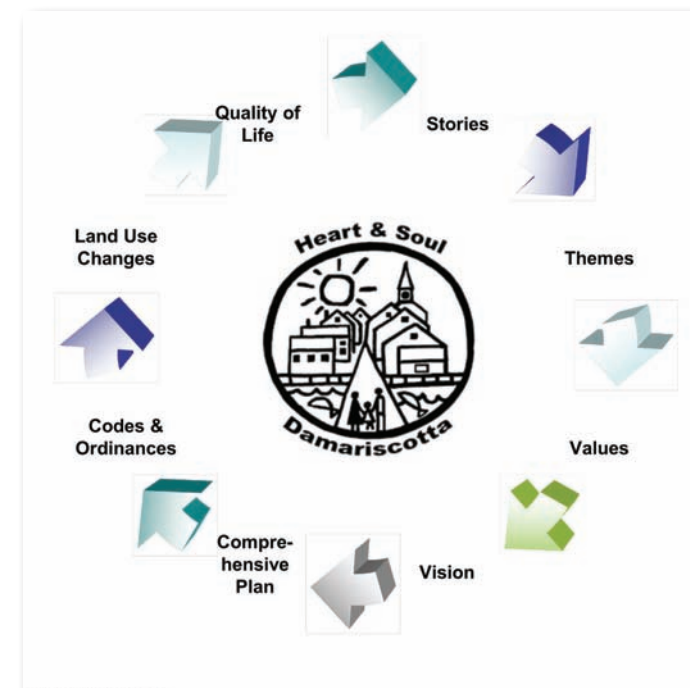


Diagram of process for Damariscotta
Heart & Soul

The success of drawing hundreds of participants to the Damariscotta Heart & Soul Planning Charrette is due to the creative and diligent work of DPAC and FMM, with assistance from Orton.

DPAC consistently reached out to neighbors and other interests in the Damariscotta region, using creative community building activities and tools.

During 2008 and 2009, DPAC began the Heart & Soul process of actively seeking out the stories of Damariscotta residents. DPAC members conducted almost 30 “Neighbor to Neighbor” tape recorded interviews, asking people why they live in Damariscotta, why they stay here, and what would make it better? DPAC also held four townwide “Community Conversations,” a pot luck dinner where people were asked to bring a story about life in Damariscotta and a dish to share. Nearly 100 people participated in these conversations. DPAC also conducted a community wide survey.

DPAC members listened carefully to and later analyzed the stories heard at all of the events and venues. Common themes emerged from the stories - themes of walkability, safety, trust, outdoor activities, beauty, friendliness, work, and play, to mention a few. DPAC found that the themes led to common values that people held, including:

- Sense of Community,
- Community is Involved,
- Connections and Access to Community,
- We Live Locally and Work Locally, and
- Where Nature and Culture Meet.

These five values led to a draft vision statement that is the basis for the vision statement contained in the Appendix of this report.



Above is a “wordle,” a graphic that shows the popularity of community values by font (letter) size that was created during one of DPAC’s community conversations (www.wordle.net).



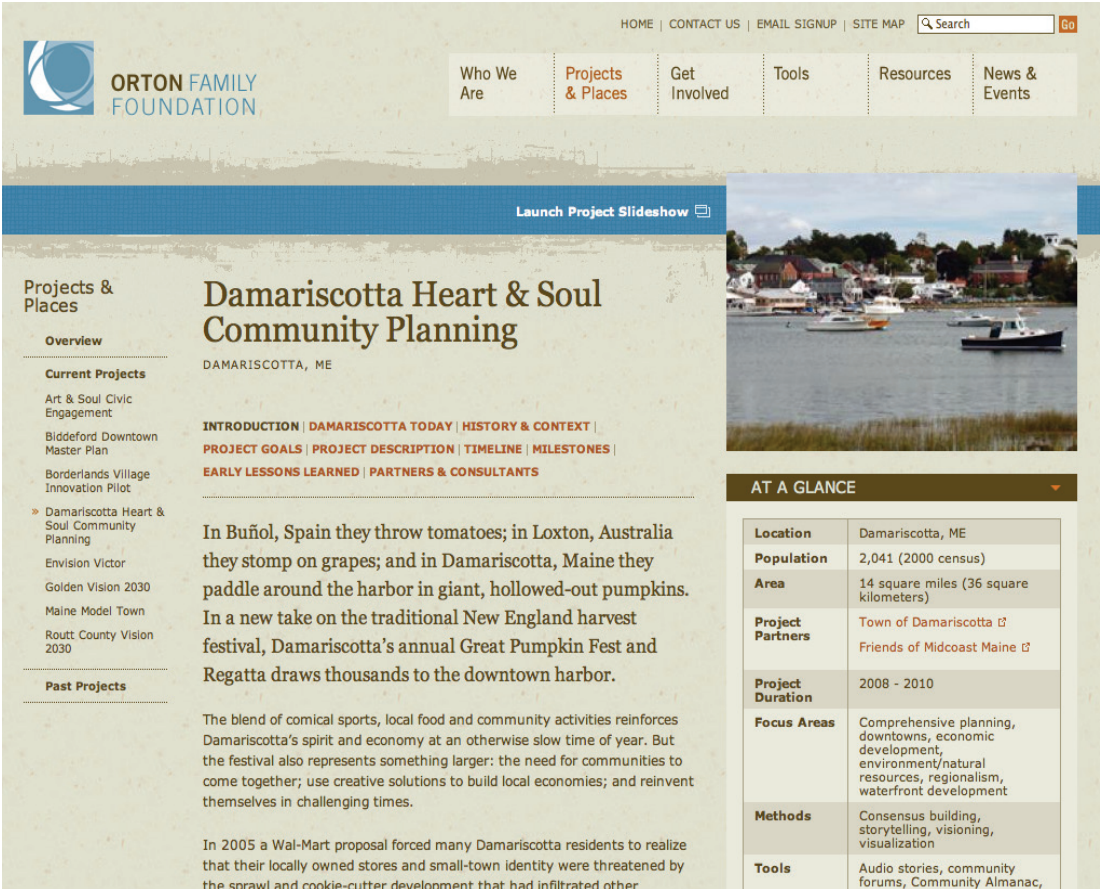
ALL PHOTOS THIS PAGE BY JANE LAFLEUR

Public engagement strategies included:

- Taping almost 30 Neighbor to Neighbor interviews, asking people to tell their story about life in Damariscotta. An added benefit of these interviews was to bring in a new group of townspeople who historically may not have been involved in public issues.
- Hosting four Community Conversations, pot luck and story-telling evenings, with more than 200 people attending over the four evenings.
- Posting “Give us your Two Cents” posters in store windows throughout Town to invite people to events.
- Writing numerous articles and stories for the Lincoln County News.
- Maintaining an electronic newsletter with distribution to 300+ email addresses.
- Maintaining the Town website with frequent updates on DPAC meetings and activities.
- Extending personal and emailed invitations to events.
- Hosting a booth at the 2008 and 2009 PumpkinFests, with candy corn voting on “what we love most” and “the five values”.
- Posting Damariscotta stories on the Community Almanac website.
- Holding a pre-Heart & Soul survey with a \$50 participation prize to one winner.
- Preparing a bicycle and sidewalk plan for Damariscotta, connecting local origins and destinations that people frequent.

(continued on next page)

At the PumpkinFest, people are asked to write what they love about Damariscotta.



The Orton Family Foundation website describes highlights of the Damariscotta project.



DPAC surveys community values with candy corn at PumpkinFest.

- (continued from last page)
- Coordinating with the Shore and Harbor Community Forum to give the Town-hired consultant feedback on these planning efforts.
 - Linking the representatives of Piper Commons with citizens to gather feedback and disseminate information about the developers’ plans and activities.
 - Engaging Damariscotta’s youth, including hiring a teen intern, setting up a Facebook page “Damariscotta Generation Y”, holding the first “Chalk on the Walk” event with teen sidewalk art, developing a “What Makes Damariscotta, Damariscotta” DVD and posting it on You Tube, and conducting a Generation Y survey.
 - Preparing a draft Vision Statement based on the five core values.
 - Hosting a Community Discovery Process where DPAC developed a contact list of the groups in Town, contact people, meeting places, and the best method to spread news and information to these opinion leaders and groups.
 - Hosting a display and survey at Town Meeting
 - Developing a four page tabloid size flyer, printed by the Lincoln County News and distributed to 1,000 households in the region.
 - Printing and door to door distribution of 500+ postcards to invite people to the townwide, multi-day charrette.
 - Holding a multi-day charrette to focus on land use and design issues.
 - Developing a 2010 DPAC Work Plan to address action items recommended by citizens during the last 18 months to make Damariscotta a better place.

Based on the input over the past two years, DPAC has identified what people value about living, working, and playing in Damariscotta. These core community values have been used to frame discussions and guide design work, both during and after the charrette. These values are:



We Live Locally



We Work Locally



Where Culture and Nature Meet



We are an Involved Community



The Town is Accessible



There is a Sense of Community

Once the core community values were identified, it was important to understand what changes and actions have affected those values over time and what is likely to impact them in the future. The CViz team did this by reviewing the information collected by DPAC and engaging the community further in the pre-charrette workshop. People were asked to rank the importance of the core community values that had been derived from DPAC’s work. They were then asked to think about the core values in terms of how they are measured now, how they were measured 20 years ago, how they will be measured in 20 years if nothing changes, and how they will be measured in 20 years if the Illustrative Plan were implemented.

Responses to these questions provided valuable information that was used in the formation of measurable indicators of the community’s core values. Once people thought about what had caused the values to improve or not improve over the last 20 years and into the future, they were able to identify the key factors they felt were driving the indicators. The detailed charts developed in this session can be found in the Appendix.

From the information gathered in this session, the CViz team developed measurable indicators for each value and used data to predict the outcome of various design options. The indicators were mapped, measured, and recorded.

Finally, the indicators were aggregated to represent the overall core values, which are used in Section D of this report to evaluate both the pattern of development that is likely to occur without a change in the Town’s existing regulations and development trends and the Illustrative Plan.

In some cases, data entered into the Town’s database as part of this project was also used to estimate, measure, and evaluate other aspects of the Illustrative Plan. This included estimating the number of years to build-out the Illustrative Plan and measuring the percent of public open space, percent of roads with a sidewalk, amount of new commercial building space, number of new housing units, total square feet of public gathering places, number of parking spaces required for new commercial building spaces, number of residential units within 1/4 mile of public gathering points, miles of new roads, etc. These measurements will help the Town compare the Illustrative Plan to what is likely to occur if the Town’s regulations and development trends continue, unchanged, into the future.

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

THE CHARRETTE: OPENING PRESENTATION & COMMUNITY WORKSHOP



PHOTOS BY REBECCA SANBORN STONE

Opening presentation on Thursday night.

Two consulting teams were selected to help Damariscotta conduct a charrette to help prepare a vision for the future and evaluate how the illustrative designs reflect the Town’s core community values.

B. Dennis Town Design of Providence, Rhode Island was selected to help conduct a charrette. B. Dennis Town Design assembled a multidisciplinary team of professionals, including architects, transportation and civil engineers, retail consultants, designers, landscape architects, planners, and illustrators from Maine and around the country. The team provided the professional skills necessary to assist the Town in creating an Illustrative Plan and supporting documents to guide Damariscotta’s future growth and development.

Two consultants were chosen to make-up the CViz team: Judy Colby-George of Spatial Alternatives, Inc. from Yarmouth, Maine, and Doug Walker of Placeways, LLC from Boulder, Colorado. The CViz team provided expertise in Geographic Information Systems (GIS), CViz, and interactive public participation techniques. Together, the charrette and CViz teams worked with the Town to create an Illustrative Plan that reflects Damariscotta’s core community values.

Providing a forum for the exchange of ideas, the charrette offered the opportunity for immediate feedback to the designers and a sense of authorship to those who participated in the process. The design charrette was held at Round Top between October 22-26, 2009.

The four day series of events was kicked off with an opening presentation and hands-on community workshop on Thursday night. The evening began with a welcome by Select Board Chair, Dick McLean. The opening presentation by Bill Dennis explained the principles of New Urbanism, Smart Growth, and how they relate to both existing conditions and future growth in Damariscotta. The presentation ended with a description of the charrette process and what would take place over the course of the four days.

(continued on next page)

Purpose of the Damariscotta Charrette

- Build community trust with an open and inclusive planning process.
- Promote growth that reflects the community’s core values.
- Refine the community vision statement.
- Transform the commercial corridor into more vibrant, productive, and connected parts of Town.

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

THE CHARRETTE: OPENING PRESENTATION & COMMUNITY WORKSHOP



PHOTOS BY REBECCA SANBORN STONE

Following the presentation, an interactive hands-on community workshop encouraged members of the community to discuss and draw their ideas and convey a large amount of information to the charrette and CViz teams in a relatively short amount of time.

More than 100 members of the community separated into groups of eight to ten people. Each group was provided with base maps of the entire Town and the three focus areas (Downtown, Route 1B, and the Piper Commons/Hannaford area). A DPAC member served as a table facilitator and a member of the charrette or CViz teams served as scribe and was available to answer technical questions. Community members were asked to not only voice their concerns and ideas for the future of Damariscotta, they were asked to draw them. People with differing viewpoints and backgrounds worked together and, when possible, formed consensus on varying issues, while deciding to disagree on others.

- The main themes developed from the hands-on community workshop were:
- Improve sidewalk connections.
 - Create new mixed use centers.
 - Connect green spaces.
 - Better utilize the Back Parking Lot on the south side of Main Street.
 - Improve access to the river.
 - Address parking in Downtown, potentially including a parking structure.
 - Create new parks on the waterfront, north and south of Main Street.
 - Improve the safety and character of Route 1B.
 - Consider creating shuttles/trolleys between neighborhood centers.

A detailed description of the table discussions can be found in the Appendix.

THE CHARRETTE: PUBLIC PIN-UP & REVIEW



Public Pin-up allows designers to obtain instant feedback.



Pin-ups take place in the evenings to gather public input on the plans.

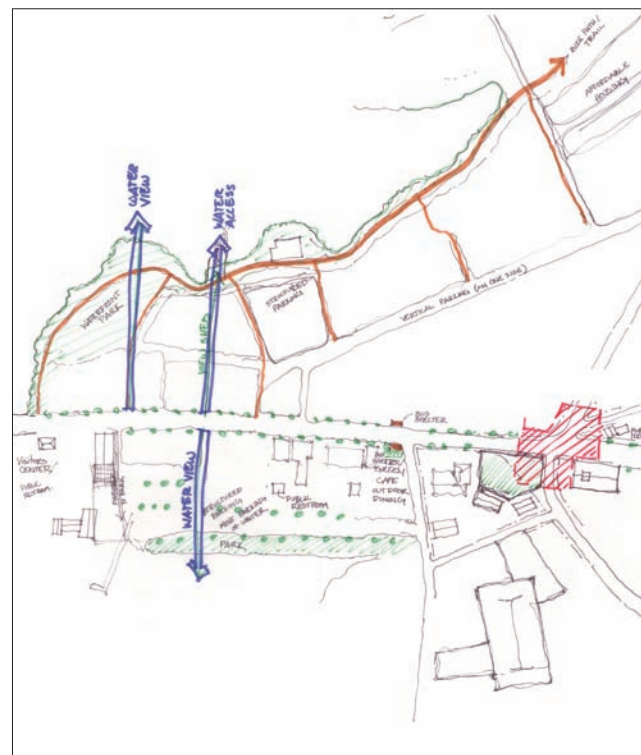
PHOTOS BY ARIANA MCBRIDE

Following the hands-on community workshop, the charrette team extracted and synthesized ideas and common themes suggested by the public and incorporated them into schematic plans for the focus areas.

Many comments on the plans and suggestions were offered during informal pin-ups sessions held on Friday, Saturday, and Sunday nights. The charrette team presented “in-progress” plans and initial designs based on the input gathered from the community. These informal presentations allowed both the charrette team and the community to consider various ideas and concepts for each of the focus areas as well as for the Route 1B corridor as a whole. Feedback from the public and other charrette team members were later incorporated into the Illustrative Plan.

Most importantly, these pin-ups allowed participants to see the Illustrative Plan as it was being developed and offer immediate feedback to ensure that the charrette team was on the right track.

Additional comments and suggestions from the community, both during and after the charrette, were incorporated into the Illustrative Plan described in Section D of this report.



Schematic Village Center Plan A.



Schematic Village Center Plan B.

The plans to the left illustrate conceptual ideas that were presented during an early public pin-up. Some of these ideas were well received by the public and others were eliminated or modified in later iterations of the designs.



PHOTO BY REBECCA SANBORN STONE

Focus meetings take place during the day.



The charrette team updates plans.



PHOTO BY REBECCA SANBORN STONE

Focus meetings allow more targeted input into the planning process.



PHOTO BY BOB GIBBS

Business owners have a mobile meeting with retail consultant, Bob Gibbs.

On Friday, Saturday, and Sunday of the charrette, the charrette and CViz teams convened six open-door focus meetings to discuss issues relevant to the community's six core values as well as measuring the impacts of the designs using CViz. The meetings included:



Access to Nature and Culture: natural systems, views, recreation, and the arts



Access to Town: connections and links between uses, needs, and people



Working Locally: jobs, Downtown, and businesses



Understanding the Alternatives: measure and see the outcomes



Living Locally: population and housing needs



Maintaining Community: public gathering spaces, safety, and community involvement

These meetings were well attended by elected officials, interested citizens, business leaders, and community groups. Ideas and decisions developed during these focus meetings were relayed to the charrette and CViz teams and incorporated into the Illustrative Plan and measurable indicators of community values.

The design studio was also open to the public throughout the charrette. In addition to the meetings, charrette team member and retail consultant, Bob Gibbs, went on a walk about Downtown with Damariscotta retailers and business owners. This interactive mobile meeting provided a valuable exchange of information, which further informed the Illustrative Plan.

THE CHARRETTE: PRODUCTION



Everyone helps color the Illustrative Plan in preparation for the final presentation.



Illustration in progress.

PHOTOS BY REBECCA SANBORN STONE

In the final days of the charrette, the charrette team began producing the final work-in-progress drawings. Because of the intensive nature of the charrette process, all hands were on deck for the coloring of the Illustrative Plan, including Town staff and planning board members.

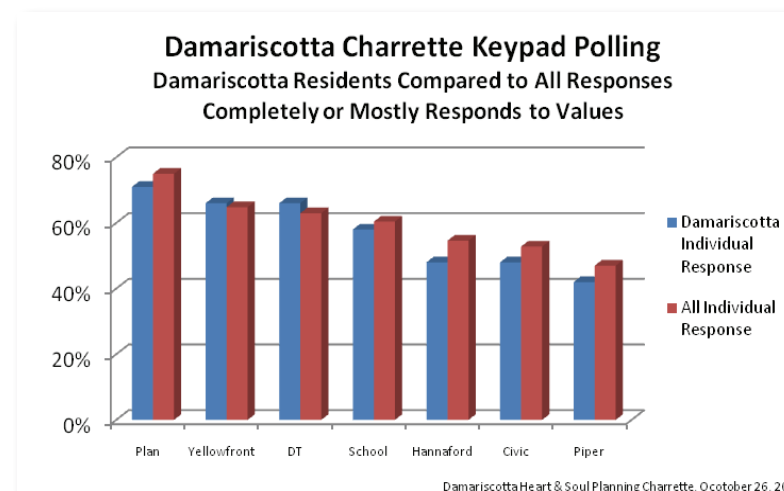
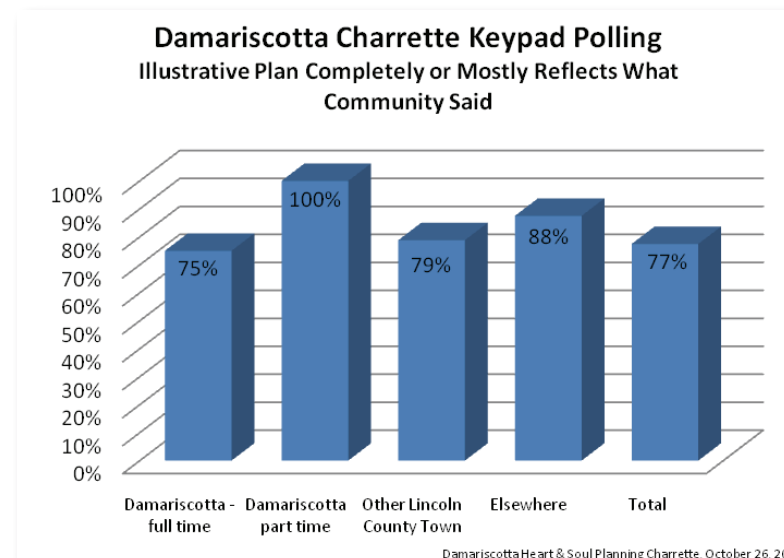
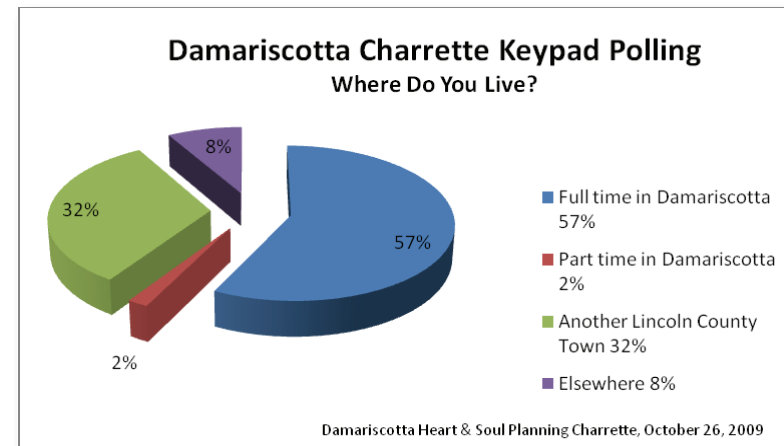
THE CHARRETTE: CLOSING PRESENTATION



Discussing questions after the presentation.



People listen closely as the Illustrative Plan is described in detail.



On the evening of Monday, October 26th, the last official night of the charrette, Bill Dennis presented the work generated throughout the week. The draft Illustrative Plan was presented as a series of detailed plans, illustrations, supporting graphics, and recommended policy and funding options.

Though the final night of the charrette, this event was not the end of public involvement. Comments, questions, and concerns voiced after an informal review of the drawings and the presentation have been collected and incorporated into the Illustrative Plan presented in Section D of this report. The community will continue to discuss and refine the Plan in the coming months. The Plan will remain a living document over the years to come.

Following the presentation, participants were asked to use electronic keypads, an interactive and fun tool, to record their initial impressions of the Illustrative Plan in a series of paired questions. Overall and then for each geographic area, participants were asked whether the Illustrative Plan reflects what they heard the community say over the course of the charrette and then whether the Plan reflects their personal values about the Town and hopes for its future.

Of the 108 people who were polled that evening, 62 indicated that they live in Damariscotta full time. Nearly half of the participants who voted (52) were between 40 and 64 years old.

Regardless of where respondents live, the vast majority indicated that the Illustrative Plan completely or mostly reflects their personal values and community values. The results were similar for full time Damariscotta residents:

Residents indicated that the Plan reflected community values (75%) and their personal values (71%).

Full time Damariscotta residents also said that the plans for Yellowfront / Rising Tide and Downtown reflected both their personal and community values. They ranked the School, Hannaford, Civic, and Piper Commons areas plans lower than the overall plan, Yellowfront / Rising Tide and Downtown. They also generally ranked the plans higher personally.

Except for Yellowfront / Rising Tide and Downtown, full time Damariscotta residents ranked the plans somewhat lower than did respondents as a whole.

See the Appendix for a more complete description of polling results.

The following notes provide a summary of what was heard throughout the four day charrette. The notes captured are facts, comments, recommendations and opinions, that Town staff/planners, elected officials, and Damariscotta and local area residents provided to DPAC and/or the charrette team. A complete record of public comments can be found in the Appendix.



**Access to Nature & Culture
Friday, October 23, 2009**

Nature

Interested in developing responsibly; primarily protected by Shoreland Zoning.

Public access is important, as is the balance between access and degradation.

Need to preserve some taxable land.

Dependence on property tax is a problem; need tax reform.

Piper Commons provides opportunity for a linear park.

Close Back Parking Lot south of Main Street for farmers market/craft fair with satellite parking/shuttle.

Expand natural strip (rain garden); provide linkages; aid with wayfinding; use special paving.

The Damariscotta Bank & Trust/Griffin property needs attention. Back Street Landing could be a commons with a band shell or more active use.

Need inviting signs for land trust preserves. Make parking more obvious.

Develop map to guide people into Town and link key natural and cultural locations by bike/pedestrian paths. Provide central parking and access to bike rentals.

Provide “Welcome” signs at entrances to Town.

Not all lakes have public access. One is a public water supply; the other is vulnerable to

degradation. Damariscotta watershed is pretty well protected by the Water District.

Culture

Damariscotta is vibrant; but there is room for collaboration and shared space, in spite of a lot of competition.

PumpkinFest brings a lot of folks to the community and helps merchants.

Enhance traditional arts.

Disagreement over need for one art center.

One senior was afraid of losing her home. “These things are great, but cost money. Damariscotta has the highest taxes in the area with so many non-profits.”

We should plan for future growth; imagine how we would like it to be; know what we want to help make decisions as conditions change. We can all use open space.

Need community space for outdoor music – Back Parking Lot south of Main Street, Round Top. Want increased use of the Barn, which is seen as a community resource. Set up temporary bandstand behind Renys. Plant gardens and play music from enclosed space that looks over the gardens to waterfront views.

Need somebody to coordinate things. We can get along, but duplicate efforts.

Native-born and youth not here.

We need an ice skating rink for kids in winter and playground.



**Access to Town
Friday, October 23, 2009**

Need more sidewalks and paths to connect different parts of Town. Use Yellowfront for satellite parking and sidewalk to connect to Downtown.

Crosswalks Downtown work for pedestrians, not cars. They are too close together. Crosswalks are missing at key intersections and activities.

Problems with Church Street intersection might

be improved by left-turn lane onto Route 129 and/or light with arrow for south-bound turns. Replace Back Parking Lot south of Main Street with parking garage. Use lot for green space and access to the water.

Address employee parking in summer; shuttle, alternative launch site, improved signage, circulation, lighting, accommodations for special functions, seating, and screening. More events will draw more people and cars. Water dependent use would aid with permitting.

Provide opportunities to lease bikes/alternative “free” systems.

Need public restrooms.

A new site for the Town dock would address limited depth and parking. Initial discussions with Department of Environmental Protection about a finger pier along-side the launch have not been encouraging.

Need alternative truck route around Downtown – perhaps a new road from Route 1B north to Bristol or posting “no through trucks, except for deliveries”. Encourage contractors to direct trucks to northern access off Route 1. Gateway One report calls for upgrade of School Street.

Identify spots for deliveries and forward deliveries to businesses from there.

Route 1B is a mishmash out to Hannaford.

Need better design from Yellowfront to Great Salt Bay School.

Speed limit on Bristol Road is not observed.

There are no sidewalks or crosswalks, trucks airbrake near hospital, and residents fear increased congestion with future growth. Miles Road intersection is a High Accident Location. Some propose a one-way system, low cost options, or the Town taking over maintenance and control of the roadway.

Need sidewalks connecting Piper Commons to back side of businesses. Property has lots of trails that could be connected and made public.

Land use and the way it is developed influences travel speeds, spatially enclose roadways with sidewalks, trees, and buildings close to the road.

Roundabouts are good for traffic because they reduce conflict points and speed; they are not so good for pedestrians.

Create shuttle bus to Jefferson, Newcastle, and Bristol to transport shoppers to Damariscotta. If it guides enough development into the area, consider light rail or bus-rail connections.

No on-street parking on Elm Street, which would force drivers to slow down. Adding a sidewalk may limit parking to one side.



**Working Locally
Friday, October 23, 2009**

To stem Damariscotta’s brain-drain, increase income level. What about industry, manufacturing in hubs/Piper Commons? What should the Town do to market itself/draw people and their assets?

Concerned about loss of tax base to non-profits. Should allow/encourage development.

If we want more jobs, we need more affordable housing.

Piper Commons could be a sustainable village, a new image for the Town, a green community.

Research sees Downtown as fairly viable with two distinct economic periods – summer and the rest of the year. It has a year round business life.

Town needs to reach out beyond Damariscotta.

Don’t want to change the tourist (boom) part of the economy. Like quieter times in the winter.

This year saw a lot of new people. Festivals bring people in and they come back.

Summer folks are seasonal residents – three to four generations, come back for holidays.

Most who work here don’t have the means to shop here. If they can’t shop at Renys, they’re not going to Beans; they’re going to Walmart. Most work all day. When they get out, Downtown is closed. If open later, could see 30-60% increase in sales.

Increase commerce by developing a parking management system, better signage, aesthetic improvements, and a progressive system of fines. Some like idea of satellite/smaller villages spread-out; some prefer to keep businesses

Downtown. All want sidewalks and trails to link Downtown with schools, recreation, and developed areas of Route 1B.

Need to break-up developed areas with commons, open spaces, resting spots. Some businesses can look residential, but be commercial.

Signage should aid wayfinding. Some like current limited regulation, others advocate moderate changes.

Some want ordinances controlling chain stores. Doing that is complicated by the fact that some already exist, though perhaps could regulate % of total. Some recognize the value in buying locally as well as the perceived barrier that local goods cost more.

Existing business people want to capture sales potential. Some would like electronics, hotel, a commerce park, bakery, expanded Renys, sporting goods, performing arts center.



**Meeting with Town Staff & Boards
Friday, October 23, 2009**

Police / Fire

20 mph stop and go traffic is more comfortable for pedestrians.

The optical width of Route 1B should be reduced with shallow setbacks, sidewalks, and trees if want people to drive 35 mph on Route 1B and Bristol Road.

Piper Commons will generate more police/fire calls and false alarms and increase loading on School Street. Encourage interconnected streets with narrower widths.

Believe Department of Transportation will be resistant to slowing traffic on Routes 1 and 1B.

Recognize that bump outs on Main Street have protected pedestrians because fewer pedestrian accidents – none.

Need alternate route for 400 trucks per day during summer and festivals. May need to amend ordinances to designate loading zones or limit times for service trucks.

(continued on next page)

Water / Sewer

Have water and sewer capacity – using a bit less than 50% of capacity.

Little Pond is a good source. District owns 90% of its watershed.

Biggest single water user is the hospital, followed by Hannaford and Yellowfront. Most use is residential.

Land Use

Are you getting what you want out of your zoning? NO. There are issues with both standards and processes.

Vague language discourages developers from applying. The intent is fine, but standards are not measurable. Need to describe standards so developer is able to be informed.

Current regulations are based on use, rather than form. Is a different approach needed? Is the Town ready? Who would do the review?

A form based code depends on delegated discretion. The existing ordinance has a lot of discretion. An amended one is likely to have less because it will create standards that reflect what you want upfront in exchange for reduced flexibility in administration.

Procedures will reflect what the Town is comfortable with – staff committee or planner review is optional.

Probably should adjust land use districts, street standards, location/conflicts in traffic and parking, and landscaping requirements.

An alternative to conventional zoning could be overlay districts for Route 1B and Downtown. They would be applied at the discretion of developers, incentivized by mixed use, higher density, and faster permitting.

Another option is a floating zone. The ordinance could establish a framework to land the zone, standards for a street network, and reserve areas to address later on. Once the Town is satisfied with the details, the area would be rezoned.



Understanding Alternatives Saturday, October 24, 2009

The CViz team made a ten minute presentation introducing the CViz tool and explaining its purpose. They demonstrated its capability in evaluating how well the conventional subdivision and charrette designs for Piper Commons meet community values. They then invited people to use the tool on their own to see how the model responds to community values. Multiple computers were set up for participants to use, some exercises were made available to illustrate the tool.

Team members were available to help build greater understanding of the potential use of indicators of community values to evaluate alternative designs. Participants also had the opportunity to play with the tool on their own and were encouraged to identify indicators that had not been used in the model. A number of suggestions were made.



Living Locally Saturday, October 24, 2009

Average and lower income families have a tough time affording homes in Town. How address needs of elderly and young families who can't afford homes? Prefer affordable options, rather than subsidy.

Young people need to have stake in the community. Piper Commons may offer an opportunity for Damariscotta version of Habitat for Humanity or other affordable housing strategies.

Need to solve problem beyond housing crisis – expand to issues like creating high paying jobs.

Median income doesn't allow people to buy property close to Town, so young/low income people move to outlying towns that have 1-2 acre lot sizes with large frontages – sprawl. Land may cost less, but expense of getting to work is greater. Need to cut back lot sizes and have septic systems in common area to allow people to live closer together.

There is a continuum of options from subsidizing a home purchase to allowing families to build equity in a first home that allows them to buy their second at market rate.

Need to change historical pattern of stretching out our growth along roads, where land is most valuable because we are outgrowing Route 1 in the Midcoast. We need to manage growth in cores to reach a threshold of density that can support transit.

We have an opportunity to build roads into property, cluster, and save open space.

Piper Commons is the most significant land available/ready for development. It is close to Downtown and provides an opportunity for affordable housing. Folks are living longer and do not have the ability to get to things – shopping, exercise, 24-hour clinic.

In Piper Commons, Castner Creek is an environmental concern and offers the potential to beautify the development.

Protect environmentally sensitive Paradise Pond and the creek. It's easy to develop property, but you can't get open space back.

Like the proposal of developing green industry. Need jobs/industry.

It boils down to a matter of money. All these options require a subsidy. Some are more palatable than others. The tax structure is a problem for service center towns. It drives away young people. A sales tax could alleviate this problem.

There is disagreement over whether an arts center is needed.



Maintaining Community Sunday, October 25, 2009

When you walk Downtown or are at the library or post office, you meet people you know. There is always something to go to, to be involved in.

There is a great sense of community. It is alive and well.

The charrette is advancing community opportunities. There is a generosity of community, strong service community, strong ecumenical community. We have a special place.

It's all about relationships. With growth, there is the potential to lessen the sense of community as people become less involved, purchase help to do things formerly done by volunteers.

With technology, people are not talking to each other. How can we get the generations coming up engaged/involved? Could growth and retaining youth generate additional volunteers?

Maintain safety of community – one of reasons I like living here.

Amazing how much is going on – a lot in summer. There is little coordination among schedules, timing of capital campaigns, volunteers. It would be great if we had volunteer coordination.

Perhaps DPAC could create a master calendar.

Create a coordinating mechanism to link volunteers with community initiatives, estimate the number of hours needed for various tasks, and serve as a central clearinghouse.

Need facilities for an aging population that remains in homes and centers. How connect and integrate generations within buildings?

Encourage intergenerational linkages and opportunities.

Would like inclusive community center – youth, elderly, drop-ins with lots of meeting rooms, open all time, parking. Location matters.

Shops, things, uses that bring you into Downtown are necessary. Siting them outside of Downtown, making the area less useful, it's a slippery slope.

Parks and community gardens tie the Town together. We need an outdoor commons. We need to expand linkages in the community.

Bike trails and paths can be used for both recreation and errands.

Locate buildings to preserve and get connectivity with sidewalks with nodes for different purposes.

Improve the Back Parking Lot south of Main Street and the waterfront.

Think out of our personal boxes – include everyone in the decision.

Use natural boundaries of different community groups to involve them in those areas where they have expertise and/or interest. Inventory available talents and skills, estimate the number of hours necessary to complete tasks, and seek

input on where groups can lend talents. Use various organizations' email lists to inform groups. Add emails to DPAC master list.

Initially contact people and groups to ask if they would like to serve on a committee and/or work on a project in the future.

Encourage different people to host small meetings (10-15 people) in various areas of the community.

Present at different organizations' monthly meetings.

Engage LCTV as a core group to share information with and engage the community.

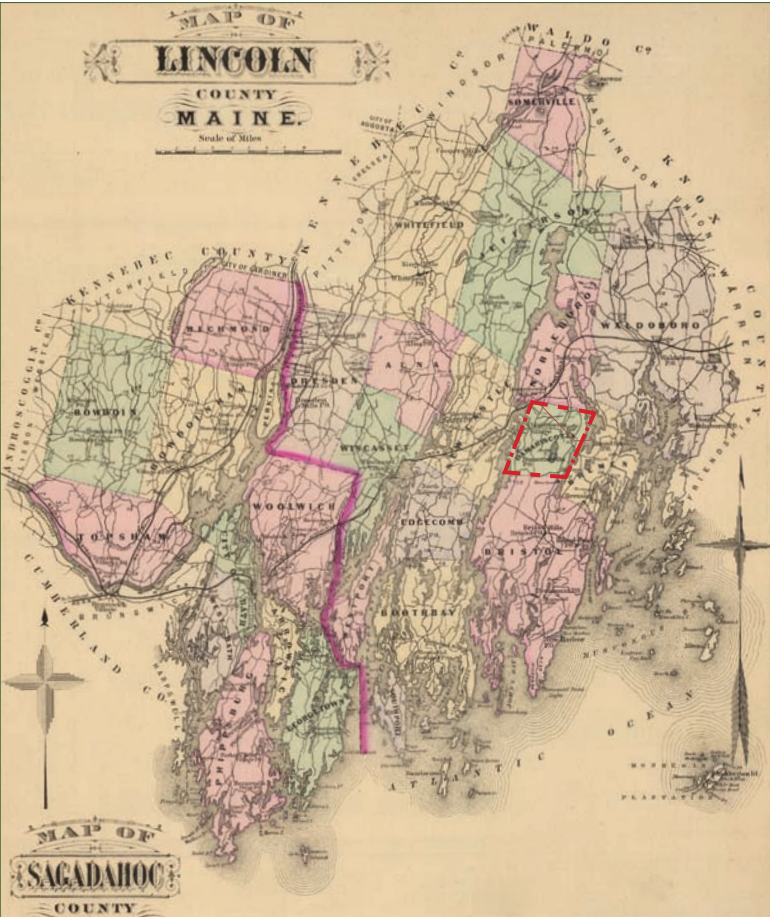
Establish a regular newspaper column to inform, rally volunteers and supporters, track progress, and celebrate successes.

Impressed with the idea of a back transportation network, not on roads. The Land Trust has a lot of experience putting together complicated deals.

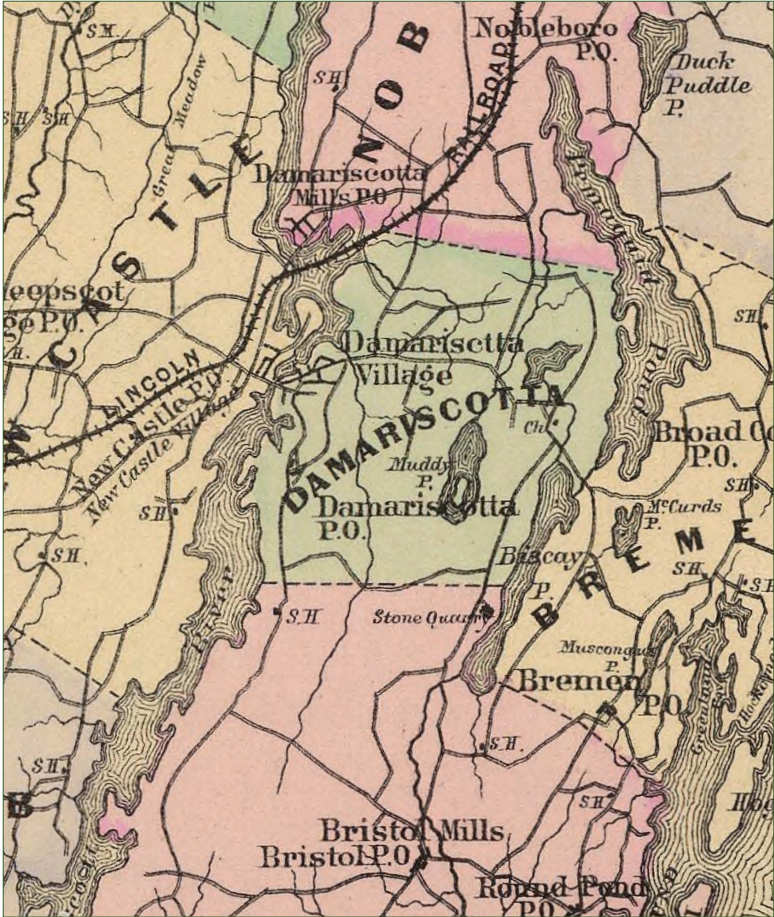
Disagreement over need for new venue for arts and whether we have enough of a base for 16 venues? Some believe it could work, others think we should keep any new facility simple, and others think we should keep what's viable now and better coordinate.

Need continuous communication to maintain the trust and momentum. It is important to keep communication going otherwise this will just become another planning study on the shelf somewhere.

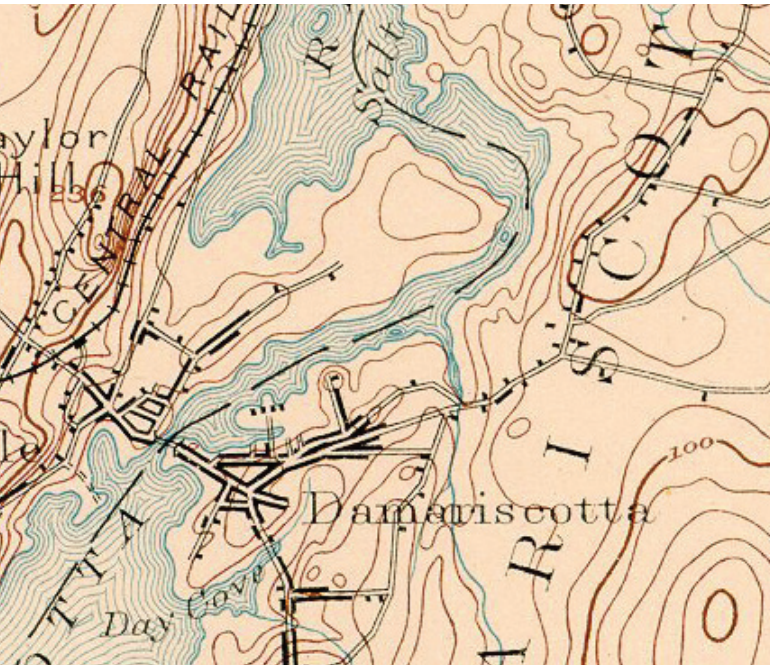
DAMARISCOTTA IN CONTEXT



Regional Map showing Lincoln County, 1885



Damariscotta Region 1885



1891 USGS Quad Map of Damariscotta

Damariscotta is located near the center of Lincoln County just off Route 1 twelve miles from the ocean at the head of the Pemaquid Peninsula. It is situated at the lower falls and head of navigation on the eastern side of the Damariscotta River. Newcastle, across the River, forms the other half of the “twin villages”.

North of the bridge is the Great Salt Bay, the state’s first marine protected area. Damariscotta Lake and Nobleboro lie further north, with Bristol and Pemaquid to the south. Biscay and Pemaquid Ponds form a boundary with Bremen in the eastern part of Town. Paradise and Little Ponds are the principal water bodies in Town. Rocky Hill, about 150 feet tall, is the highest area in the community. The surface of the Town is rolling, with granite bedrock and clay loam soils that are fairly productive.

The Damariscotta region claims a wide diversity of natural attractions - pine-bordered lakes, shady forests, tidal rivers, protected harbors, sandy beaches, and a rock-bound coast. This natural beauty, together with one of Maine’s most beautiful light houses and a history dating to Weymouth’s first visit to the Maine coast in 1605, has drawn year round and seasonal residents and retirees to Damariscotta and its region since the early 1900’s.

Today, Damariscotta is a retail and service center for Lincoln County, as well as a bustling seasonal center for tourists and summer residents. Its services, stores and specialty shops, culture and art venues, and numerous community festivals offer facilities and activities to meet most of the region’s needs.



Main Street in late 1800's



Main Street in early 1900's



Painting of previous bridge over Damariscotta River



Fire Insurance Map (Sanborn Map) from 1938

Damariscotta is an historic village that grew as a trade center following the French and Indian wars. Early industries included two sawmills, a match factory, and tannery, but shipbuilding brought the Town wealth in the 1800's when clipper ships were launched from one of its five shipyards. The Town was incorporated in 1848, shortly after a major fire wiped out many of its buildings. They were replaced by the brick buildings that make up the current Downtown. By the 1880's, ship building was largely gone and Damariscotta's population started to decline until it reached a low of 771 in 1910. Formerly an industrial Town, Damariscotta became a retail and service center for nearby communities.

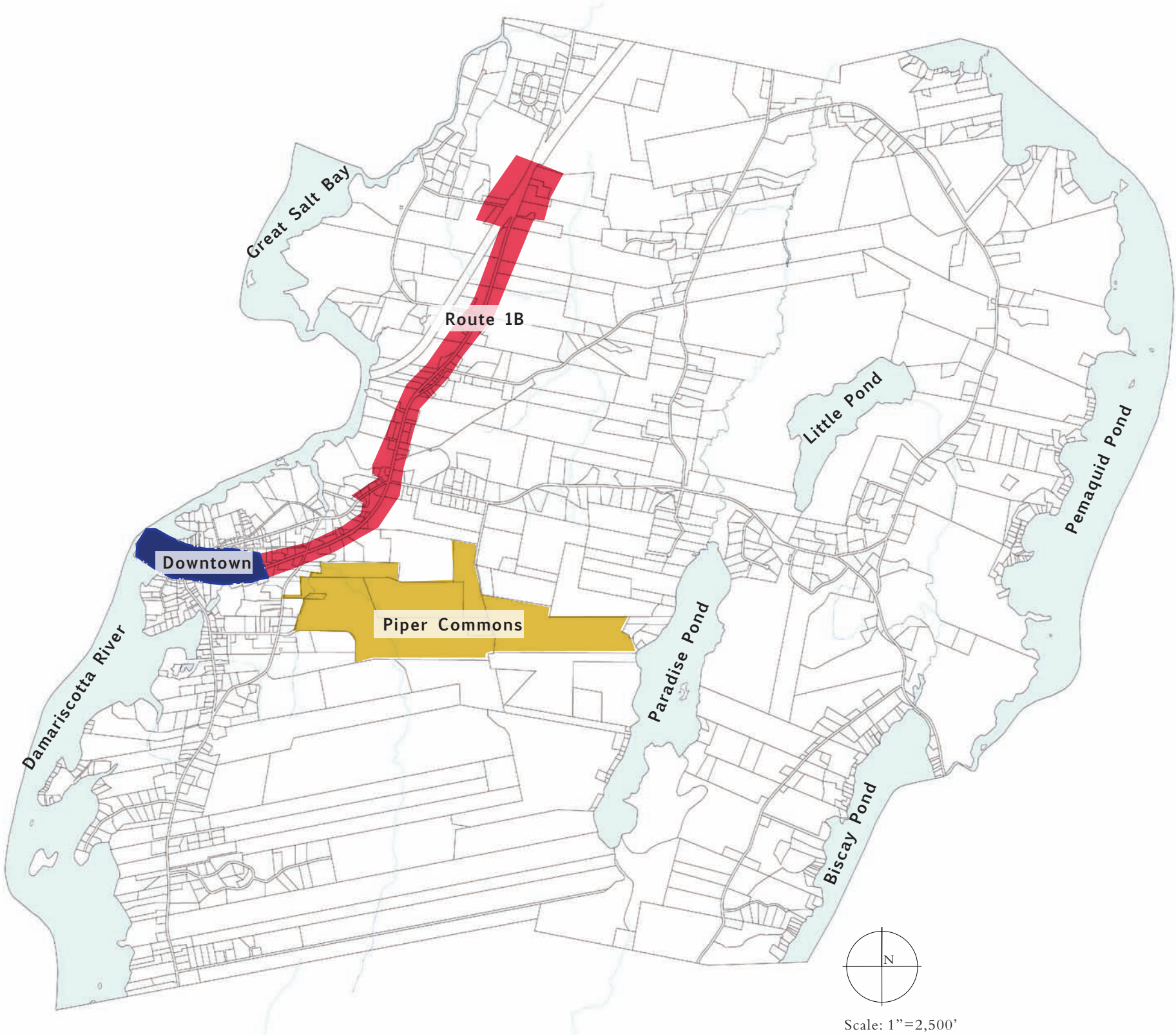
Damariscotta's population grew significantly from 1970 to slightly more than 2,000 residents by the year 2000 Census. Its population, and that of the surrounding area, supports its retail and service sectors, which have sprawled beyond the compact Downtown along Route 1B. Nevertheless, many fine examples of Federal, Greek Revival, and Italianate architecture remain Downtown and give the community a distinct coastal charm which attracts throngs of tourists and summer residents year after year, generation after generation. All community members are committed to ensuring that Damariscotta continues to be a great place to work, live, and play.

The charrette focused on three primary areas¹: the historic Downtown, the Route 1B business district, and the Piper Commons property off Route 1B, Biscay Road, and Heater Road. Piper Commons is a private landholding that is being considered for development.

The charrette team also looked at the rest of the community to assess other issues and opportunities for linkages. The remainder of Damariscotta is largely residential or rural and was not the primary focus of the design effort, although some recommendations for these areas are included in Section D of the charrette report.

Images of the charrette focus areas are included on the following pages.

¹ Identified by the community in its solicitation for consulting services.



Town of Damariscotta Charrette Focus Areas



The photos on this page represent the range of conditions found in the Downtown. From the Damariscotta River and the waterfront to Main Street and its shops and activities, Downtown represents the center of daily life.

As changes are made in the future, using photographs of existing conditions can be useful in making decisions about scale, use, transportation, open space, and architectural details.





Houses in Damariscotta range from small to large, but all share similar forms, materials and a basic traditional architectural language. The architectural forms represent the virtue of simplicity and dignity and have stood the test of time.

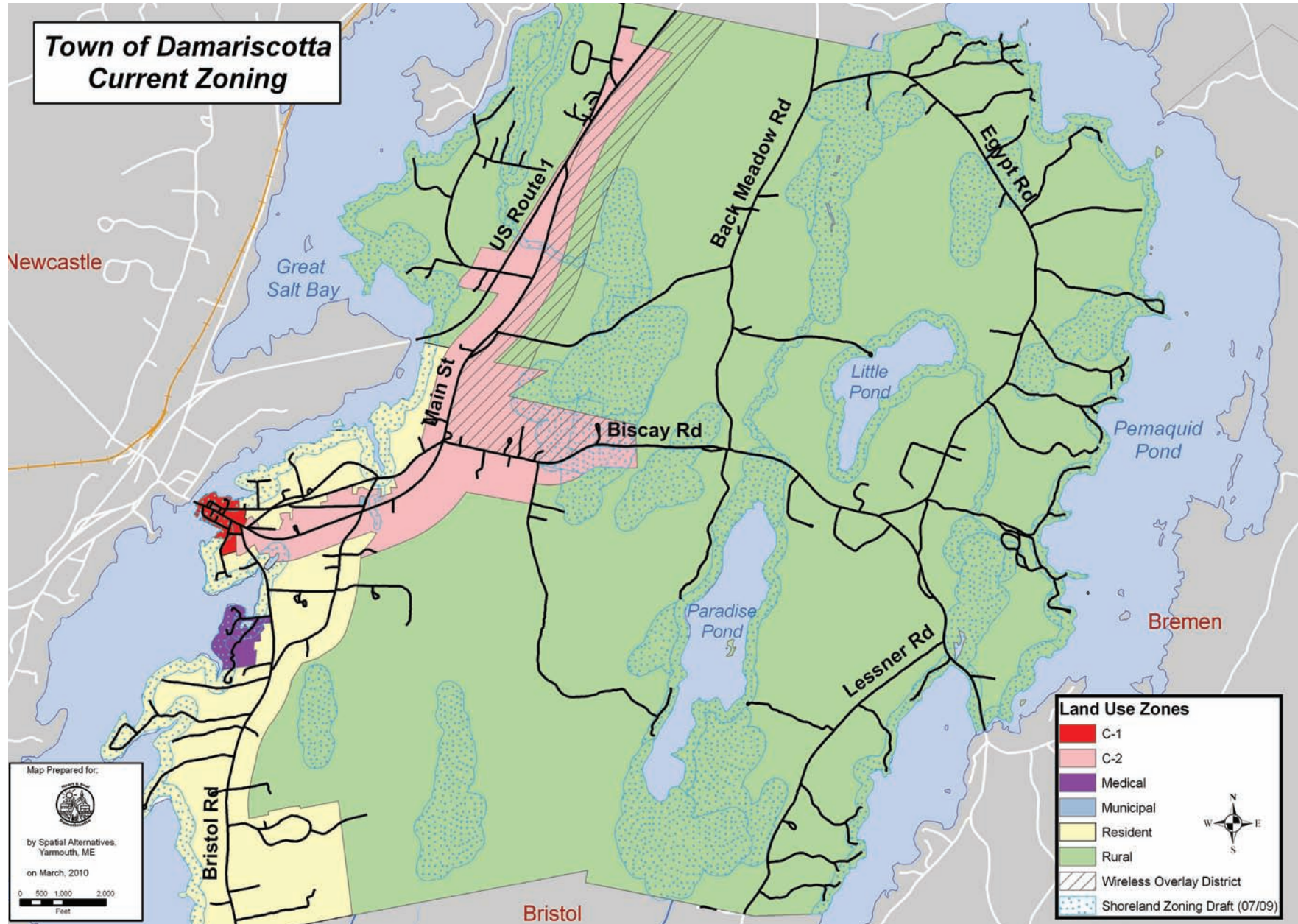
Any new structures should respect this heritage and the existing structures should continue to be protected because the community values this historical landscape and connects current generations to the Town's rich past.



Along Route 1B, photos of existing conditions show a less cohesive picture. Some retail development has occurred that looks more appropriate for suburban development and should be avoided in the future because of its negative impacts on community character.

Fortunately, there are many great examples of appropriate buildings and approaches to the land that exist and should be emulated. In particular, agricultural buildings, such as barns and sheds, can be adapted or built new for a variety of uses, from residential to retail.





Damariscotta does not have a long history of regulating land use. It adopted state-mandated Shoreland Zoning in 1972 and subdivision review around the same time, though it wasn't until 1989 that a subdivision ordinance based on state law was adopted. A land use ordinance was approved by two votes in 1986, but was recalled shortly thereafter, again by two votes, and it wasn't until 1997 that another land use ordinance was crafted and easily adopted. Site plan review was adopted in 1994 and amended in 2007 for a size cap and 2008 to add a large scale development section that included design standards.

With the adoption of land use regulations, the historic village development pattern was replaced with zoning that segregated uses, the evidence of which may be seen stringing out along Route 1B. In fact, the zoning made it illegal to build the kind of land use patterns seen in the traditional village center. Largely as a result of its conventional use-based zoning, Damariscotta's village has maintained its place as a historic village center, but has lost significant business and civic institutions to the Route 1B corridor².

There are three primary land use districts in the focus areas – Downtown Commercial (C1), Other Commercial (C2), and Rural.

The C1 District covers the Downtown area. Any uses other than single family dwellings, two family dwellings, and mobile homes, require additional approval by the Planning Board. A minimum land area of 10,000 square feet is required with no

street frontage standards (other than those required by Shoreland Zoning). The lot size and frontage requirements appear reasonable.

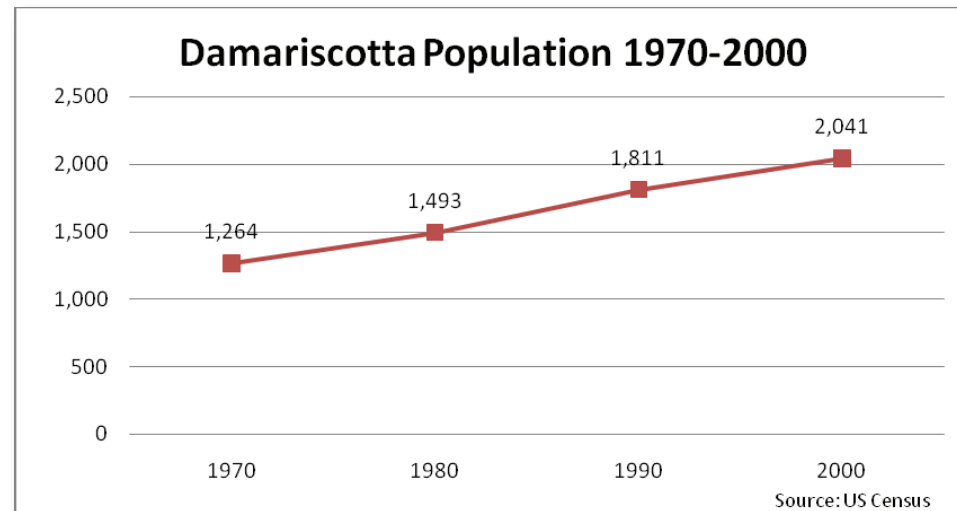
Most of Route 1B is in the C2 District, where 10,000 square feet is required for the first principal building or dwelling unit on a sewered lot and 6,000 square feet for each unit thereafter. Non-sewered lots are required to be a minimum of 40,000 square feet.

The Piper Commons area is partially in the C2 District and partially in the Rural District. Allowed uses in the Rural District are fairly limited and require a minimum of 10,000 square feet for each principal building or dwelling unit on sewered lots and 80,000 square feet on non-sewered lots.

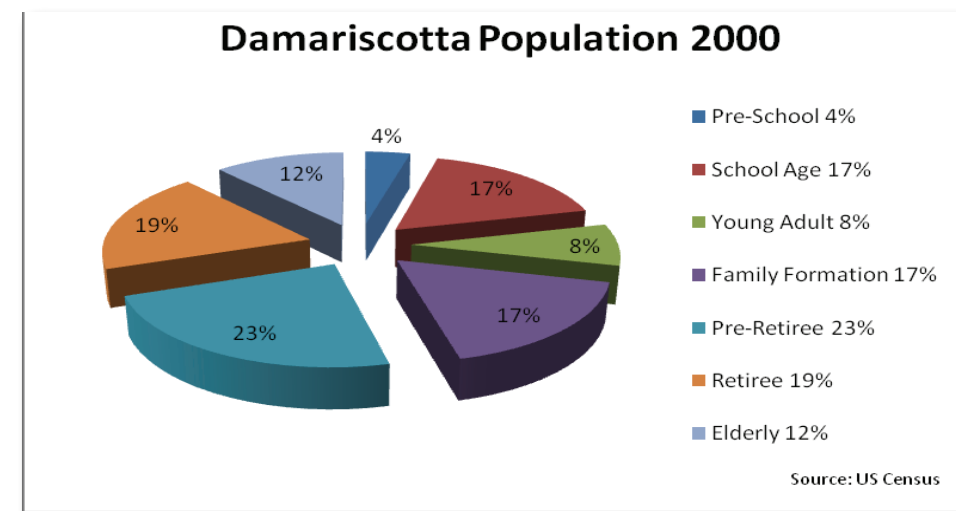
Recent amendment of the site review provisions were intended to address the size, design, and layout of businesses on Route 1B.

See the Appendix for a more complete description of the Town's history of land use regulations.

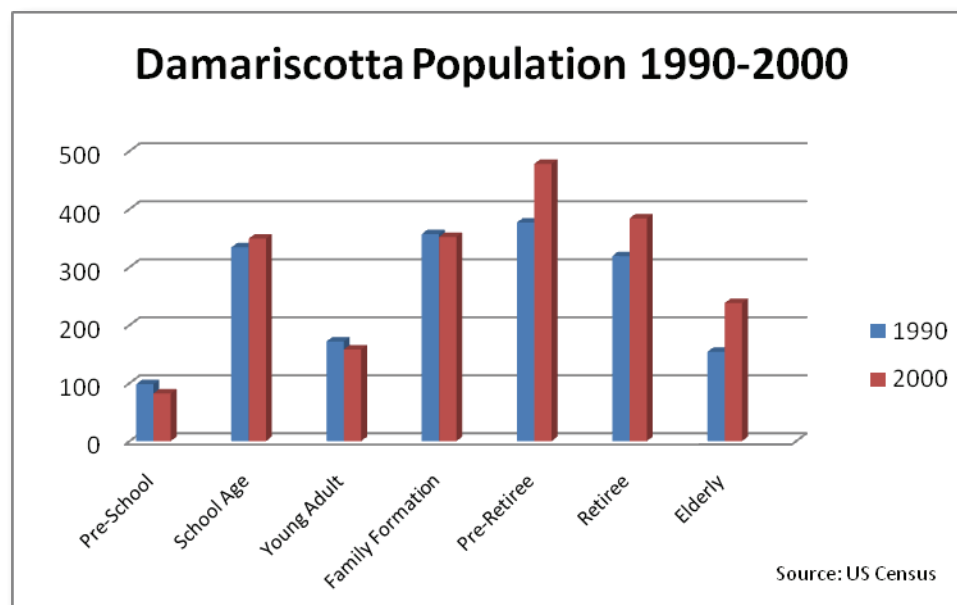
² Including Damariscotta Hardware, Yellowfront (a downtown grocery store), and Town Hall.



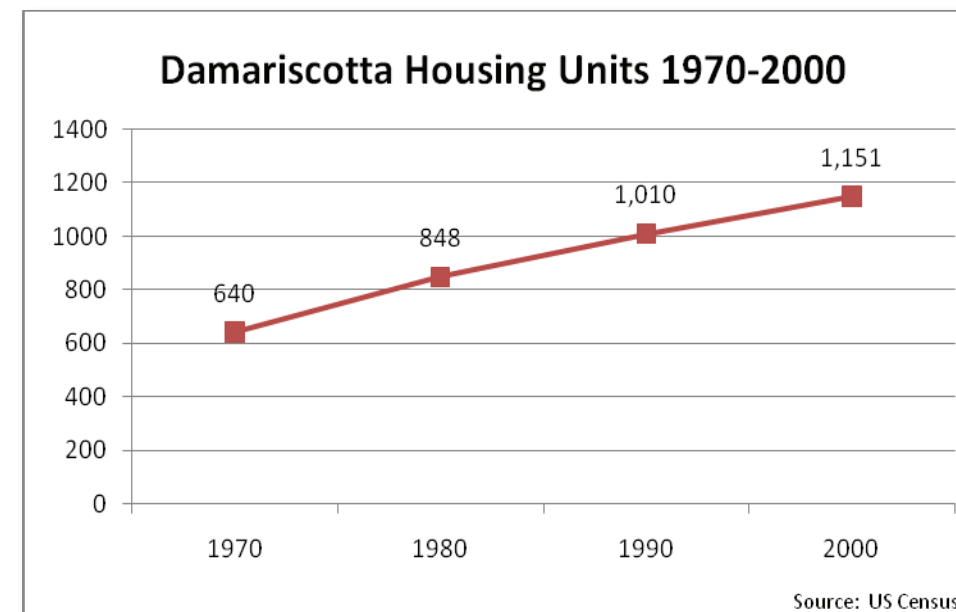
Damariscotta's population grew from 1,264 people in 1970 to 2,041 people in 2000.



More than half of Damariscotta's residents were 45 years old or older in 2000.



The proportion of older Damariscotta residents grew from 1990 to 2000.



The number of Damariscotta's housing units grew from 640 in 1970 to 1,151 in 2000.

Since 1970, the Town's population has grown significantly – over 18% in the 1970's, more than 21% in the 1980's, and another 13% in the 1990's. By 2000, the US Census indicated Damariscotta's population had expanded to 2,041. About 40% of Damariscotta's population in 2000 was between the ages of 30 and 64, with nearly one-quarter between 45 and 64.

In 2000, there were 942 households in Damariscotta, a 14% increase since 1990. Two-thirds of Damariscotta's dwelling units are owner-occupied and one-third is rental units.

Both population and housing in Damariscotta is likely to continue to grow over the coming years.

The median household income in Damariscotta was \$36,287 in 2000, slightly below the county median of \$38,686.

The majority of Damariscotta residents work in management, professional, and service industry jobs, rather than traditional rural occupations, such as forestry, fishing, and mineral extraction.

Damariscotta provides jobs, shopping, entertainment, and professional services for the regional population of upwards of 9,000 in the neighboring towns of Alna, Bremen, Bristol, Edgecomb, Jefferson, Newcastle, Nobleboro, Pemaquid, and South Bristol.

Comprehensive Plan

The Town first adopted a comprehensive plan in 1961 as part of a statewide effort funded by the federal government and again in 1984-85 when it attempted to adopt a land use ordinance for the first time. The Town adopted the current comprehensive plan in 2000 and adopted an implementation strategy in 2002. Damariscotta is discussing the need to update its current comprehensive plan in the coming months.

Downtown Plan

Damariscotta prepared a 2003 Downtown Plan as a follow up to the 2002 comprehensive plan to recommend ways to preserve and enhance the Downtown. It provides guidance on design, sidewalks and connections to/from Downtown, parking, pedestrian safety, village scale and character, traffic and congestion, open space and landscaping; and connection with the riverfront. Design principles include maintaining the human scale of streets, providing sidewalks, pedestrian-scale lighting, and green open spaces to enhance the community. A workshop was held that identified the needs of pedestrians and pass-through traffic, more parking, landscaping improvements for the Back Parking Lot south of Main Street, transit, park and ride options, satellite parking, signage, and gateways. The study also recommended that the Town acquire the Damariscotta Bank & Trust/Griffin property for an additional riverside park; integrate the East Coast Greenway into the Town's trail system connecting to Downtown and a loop around Great Salt Bay. Implementation was prioritized into three phases, with responsible parties to carry out specific actions.

Sidewalk - Bicycle Plan

DPAC, FMM, the Lincoln County Planner, and the Maine Department of Transportation (MeDOT), worked with Damariscotta in the spring of 2008 to prepare a Sidewalk-Bicycle Plan. The plan was produced after reviewing existing plans and holding a community workshop to establish general goals for improving walking and biking, demonstrate sidewalk needs, identify priority trails and off-road connections, propose new facilities and upgrades to existing facilities, and propose revision to local ordinances. Funding has been secured by the Town to construct sidewalks along a portion of Route 1B.

Gateway 1 Corridor Action Plan

This plan was prepared by MeDOT and 20 Midcoast communities that rely on Route 1 as their primary transportation corridor. At the heart of the plan is a marriage of land use and transportation, which recommends strategic investments and a regional approach to reduce stress on Route 1. An alternative to low density development that will make it difficult to maintain a well-functioning transportation system and quality of life, the plan proposes eight to ten community centered growth areas that reflect the village heritage of the Midcoast. These areas are proposed to provide for a minimum mix of jobs and homes that will support transportation opportunities to move people and goods. Damariscotta is one of the “pearls” on this “necklace” of downtowns, shopping districts, villages, in-town neighborhoods, ports, and other industrial areas. When this report was released, Midcoast communities were asked to commit to a basic package of actions – amending local comprehensive plans to reflect recommendations, limiting the number of driveways, allowing for increased residential and commercial densities in growth cores, adopting a rural conservation plan, planning for alternative ways to move freight, and more advanced actions to help prevent problems before they occur. Damariscotta signed onto this agreement, which provides time to finalize details to implement

the plan and makes the Town eligible for competitive grant funds. DPAC members, George Parker and Jack Spinner, serve on the Gateway 1 Steering Committee.

Shore and Harbor Plan

The Town secured a grant from the Maine Coastal Program to make improvements to the Back Parking Lot south of Main Street in Downtown. Mitchell Rasor Land Design has been working with DPAC to engage the community in guiding proposed improvements. These improvements include optimizing parking, improving aesthetics, and increasing access to the shore. The final report was presented to the Select Board in March 2010.

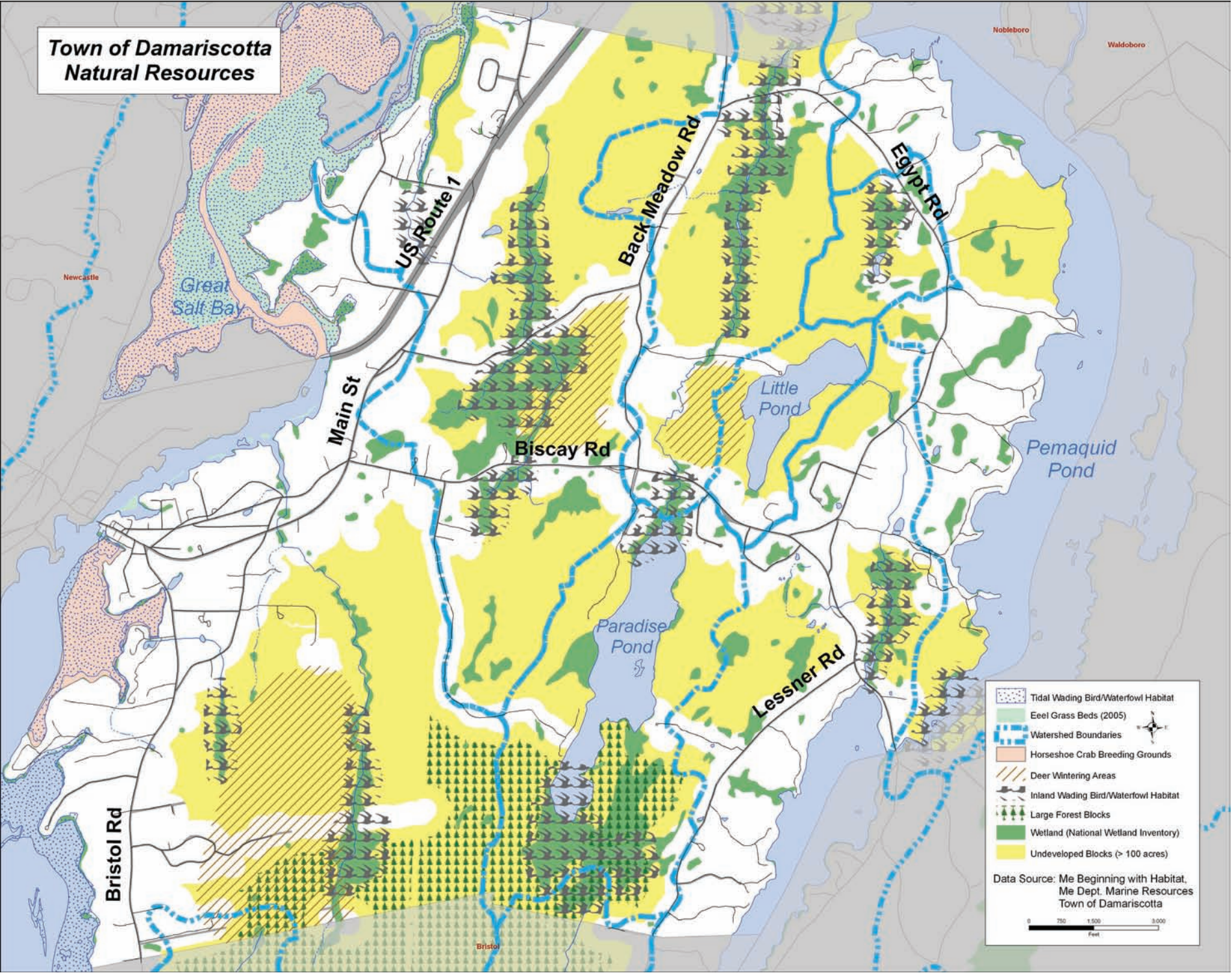
Zoning Ordinance

The Damariscotta Land Use Ordinance was adopted in 1997, and has been amended several times. In 2002, a Wireless Communication District and associated standards were added as an overlay district. The Municipal District was added in 2003. In 2007, the Town amended the ordinance to limit the size of retail stores to 35,000 square feet.

Site Plan Review Ordinance

The Damariscotta Site Plan Review Ordinance was adopted in 1994 to minimize the impacts caused by development, establish a fair and reasonable set of standards, balance the right of landowners with those of abutting and neighboring landowners, provide protection from nuisances, and protect property values. The ordinance was amended in 2007 and 2008 to manage the design and layout of new, nonresidential development.

NATURAL RESOURCES



Damariscotta is blessed with an abundance of natural resources that support a high quality of life. The Town is surrounded on the west and east by large water bodies – on the west is the Damariscotta River which extends about twelve miles out to the Atlantic Ocean; on the east are Pemaquid and Biscay Ponds, which form the Town boundary with Bremen. Little Pond, the source of the Town’s drinking water, and Paradise Pond are also located in the community.

Eel grass beds are primarily located in Great Salt Bay, though there are some beds that can be found in other parts of the Damariscotta River. Tidal wading bird and waterfowl habitat is also located in Great Salt Bay and along much of the shoreline and coves of the Damariscotta River. Inland wading bird and waterfowl habitat is located amidst wetlands that are found alongside and in the upper reaches of streams and south of Paradise Pond. Horseshoe crab habitat is found in Great Salt Bay and along the Damariscotta River.

Large blocks of forested land are located in the southern part of the community and large blocks of unfragmented habitat remain in interior areas east of Main Street, Route 1, and Bristol Road, and west of Egypt and Lessner Roads.

PRESERVED AND RESERVED LANDS

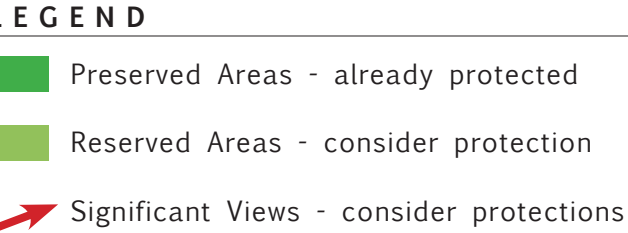
This diagram shows the lands that are already protected in perpetuity, as well as those that either should be considered for protection or are under the ownership of the Town.

The Town requires setbacks from most of its shoreline through locally interpreted, state-mandated Shoreland Zoning. In addition, the Water District controls most of the watershed of Little Pond. While these areas are protected from development, the quality of connectivity of the shorelands could be improved. The Damariscotta River Association has preserved many shorelines through acquisition of properties and is in the process of creating a continuous trail system along the River.

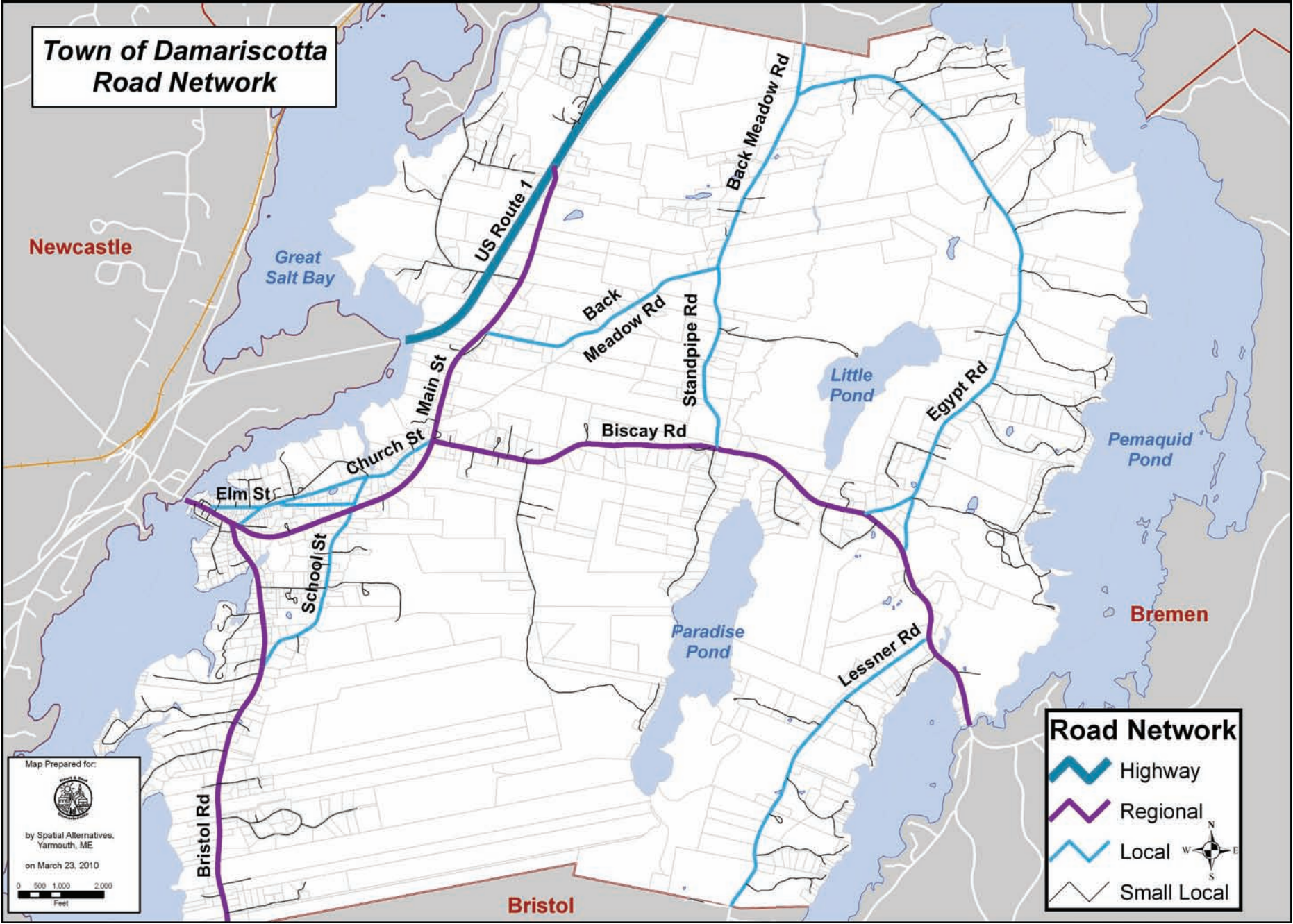
Larger preserved lands in Damariscotta include Salt Bay Farm, Salt Bay Trail, Round Top Farm, the Shell Middens, and the public water supply around Little Pond.

Reserved lands, which refer to those lands that should be considered for long-term preservation, include the extensive property behind Great Salt Bay School, other open lands along the River, and interior lands east of the Bristol Road. The conceptual map to the left was developed based on conversations with community members during the charrette. It should act only as a general guide and requires further refinement by groups involved in open space preservation.

It is also critical to take steps to preserve the many view corridors throughout the Town. These views contribute to the spirit of the community as well as influence the strength of the tourism economy.



VEHICULAR CONNECTIONS



The main vehicular travel routes in Damariscotta include highways, regional roads, and local roads.

Route 1 is a major state highway that carries traffic to, within, and through Damariscotta and the Midcoast region.

Regional roads carry travelers to nearby communities. They include Route 1B, also known as Main Street or Business Route 1; the Bristol Road, which travels south to Bristol and Pemaquid; and the Biscay Road, which travels to Bremen.

Local roads primarily carry travelers from one destination in Damariscotta to another. Major local roads include Church Street, Elm Street, and Chapman Street north of Route 1B. South of Route 1B near Downtown is School Street. Further out on Route 1B and north of Biscay Road is Back Meadow Road, which intersects with Standpipe Road at Knowlton Corner. North of Knowlton is Meadow Road and Egypt Road, which loops back to Biscay Road. Lessner Road also branches off Biscay Road heading south between Paradise Pond and Biscay Pond.

NEIGHBORHOOD WALKING CIRCLES

This diagram shows the existing “pedestrian sheds” in the focus area. A pedestrian shed is an area that is centered on a common destination, such as a civic space or commercial area. Its size is related to a five minute walk from the center to the edge. Five minutes is proven to be about as much as the average person is willing to walk to a common destination, like a store or service without resorting to a motorized vehicle.

In addition to a common destination, the area should have a pleasant walking environment – sidewalks with shade trees and rest areas, buildings close to the street for interest and sense of enclosure, etc.

The pedestrian sheds on this diagram are located based on these criteria, assuming the goals of the Illustrative Plan, including sidewalk improvements, are met.

The two Pedestrian Sheds to the east represent potential sheds that could be centered on a destination, from something as simple as a green or park, or small retail like a corner store.



LEGEND

-  Pedestrian Sheds

SCALE COMPARISONS ALONG ROUTE 1B



Downtown Damariscotta



Civic Center area at Route 1B and School St.



Piper Commons area



Biscay Road & Route 1B



Farm Campus Area, including Round Top Farm, Rec Center and Great Salt Bay School



Farm Business area at Route 1 & Route 1B

To the left is a series of scale comparisons showing a five minute walking circle superimposed onto nodes of development along the Route 1B corridor. This exercise is helpful for the charrette team and the public to get a sense of the relative scale of the area being studied.

These aerial photos are centered on sections of the focus areas that are already walkable, like the Downtown, as well as potential neighborhoods, like Piper Commons.

By using a common scale, it is easy to imagine the range of uses that can fit within any given area, as well as what would be required to make an area mixed use and walkable. That does not mean every area should be as dense as Downtown, but that all areas would need a mix of uses, a center, and an interconnected network of streets, sidewalks, and paths to function as a walkable neighborhood.

LEGEND

--- Five Minute Walking Circle

SCALE COMPARISONS WITH MAINE TOWNS



Downtown Damariscotta



Camden



Rockland



Biscay Road & Route 1B



Wiscasset



Brunswick

LEGEND

--- 5-Minute Walking Circle

To the left is a series of scale comparisons showing Downtown Damariscotta at the same scale as several well known towns in the region. The exercise is useful for the charrette team and the public to help understand what kinds of places people like on the ground and how that compares to Damariscotta’s density. It is apparent from these scale comparisons that towns like Rockland and Brunswick have a much greater number of streets and buildings and a more gridded pattern of development. This can be compared to Wiscasset which has a grid system, though greater space between buildings. Damariscotta and Camden, on the other hand, have a radial pattern of streets and Damariscotta is less intensely developed.

All of these images can be compared to the intersection of Biscay Road and Route 1B, which has a grocery store, convenience store, fire station, recreation center, hair salon, and service stations. All of these businesses currently have separate entrances and parking lots. Additional buildings and street connections could help this area take better advantage of the five minute walk.

A Level 1 Retail Market Study¹ was prepared by the Gibbs Planning Group (GPG) as part of the charrette report. This preliminary study included:

- review of demographic and consumer economic data from ESRI, a private geographic data company, for the study and trade areas;
- conversations with some local business and property owners, citizens, and community groups in their establishments or during the charrette;
- preliminary field evaluation of the Damariscotta / Newcastle area during the daytime and evening, as well as some shopping centers and retail concentrations; and
- projection of net consumer expenditure capture potential, based on potential consumer retail category expenditures and existing sales.

The study defines the primary trade area for Damariscotta/Newcastle as including Boothbay, Bristol, Wiscasset, and Jefferson. Damariscotta/Newcastle has a significant competitive advantage in its primary trade area because of access, design, lack of competition, traffic and travel patterns, and close proximity to its consumers. This competitive advantage equates to a domination of the capture of consumer expenditure by the retailers in the Downtown area.

The secondary trade area² is an extension of the primary trade area. Consumer expenditure attracted to Downtown Damariscotta/Newcastle from the secondary trade area is not dependent on convenience or accessibility, but is drawn to Damariscotta/Newcastle because of its mix of tenants, design, consumer prefer-

ences for particular retailers, uniqueness of products, and a favorable shopping experience for the consumer.

About half of the region's residents have average annual household incomes below \$50,000. These families do not have many viable shopping or dining venues that they can afford in Damariscotta. The region's moderate income families conduct a large amount of their shopping and dining outside of Damariscotta and drive 30 to 40 minutes to Augusta, Brunswick, and Rockland.³

The study concludes that statistically, 76,900 square feet of new (additional) retail and restaurant development is likely to be supportable today in the Damariscotta / Newcastle area, producing enough sales to pay living wages and cover market rate business expenses. The retail study also finds that statistically, 91,600 square feet of new retail and restaurant development is likely to be supportable in 2014. These figures were developed by GPG as part of the Level 1 Market Study.

tal improvement projects to improve the economic sustainability of businesses. Potential management actions include:

- A marketing program to promote the Town;
- A parking program to direct employee parking away from prime locations;
- A progressive parking ticket program to offer a warning for the first violation, then increased fines with each five additional tickets. Renew the fines at the beginning of each season or year, and
- Business assistance for retailers and restaurants to enhance business practices.

Capital improvement that could provide additional trade in the Town include:

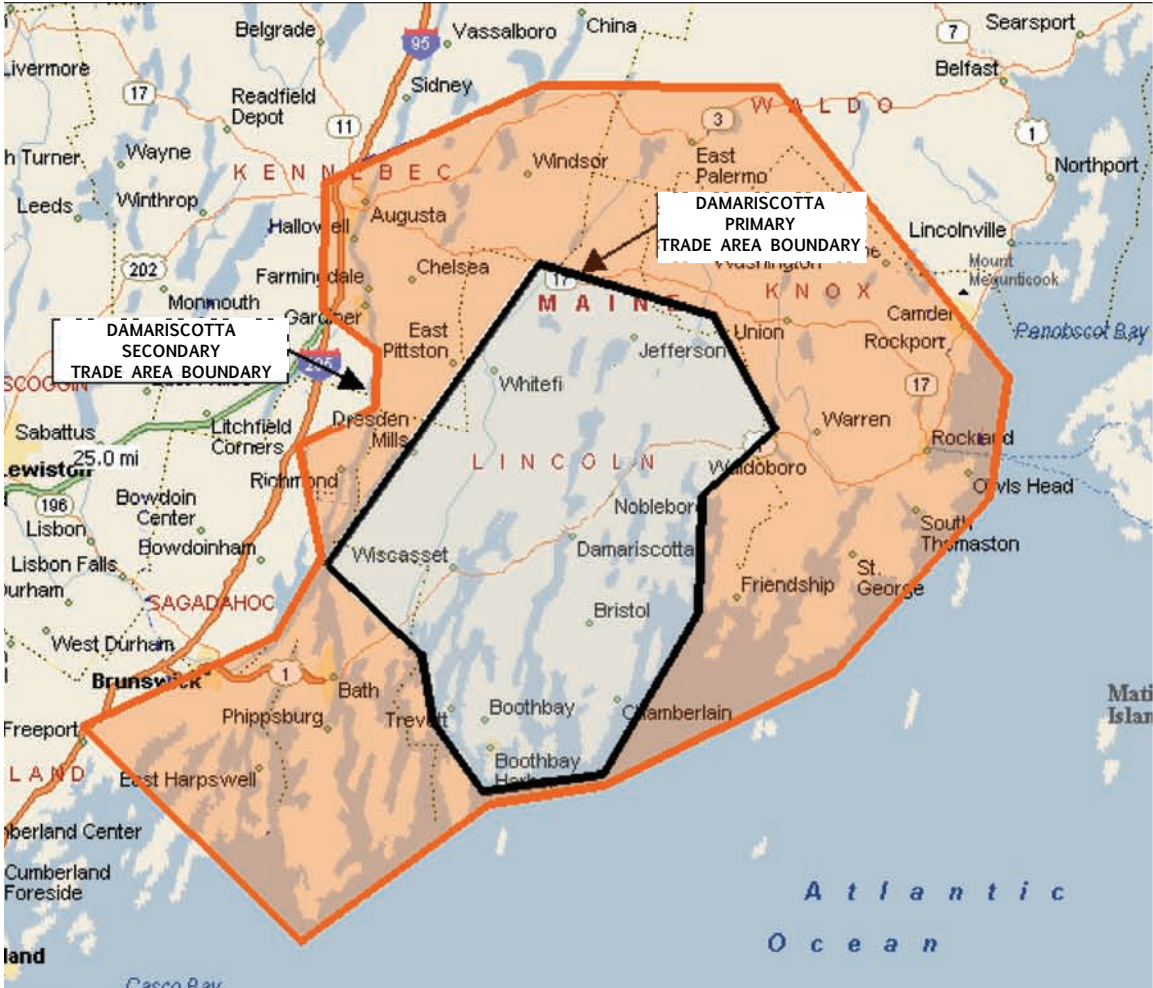
- Seeking new professional office space in the town center (30,000-50,000 square feet);
- Attracting a hotel to the town center;
- Developing a waterfront street lined with retail, office, and/or a hotel.

See the Appendix for the complete Retail Market Study.

The study suggests that the existing unmet demand, and that which is projected from household growth through 2014, will be enough to support a new neighborhood retail center⁴. The result of this unmet demand is that many local residents travel far outside of the Damariscotta area for much of their primary retail goods and services needs. On the other hand, the Downtown captures seasonal visitors who enjoy fine dining, unique specialty shops, and entertainment.

The study indicates that there is unmet demand for retail development to meet today's existing consumer expenditure in the Damariscotta/Newcastle study area. It also predicts that there is demand for retail development to meet the projected consumer expenditure driven by population growth through 2014.

The Downtown has approximately 135,000 – 150,000 square feet of commercial space located between the River and Church Street and approximately 330 parking stalls, roughly equaling 2.3 cars per 1,000 gross square feet of commercial, which is less than a recommended 2.5 spaces per 1,000 gross square feet. The Town can implement both management and capi-



Above is a map showing the primary trade area boundary in black and the secondary trade area boundary in red.

¹ This Level 1 Retail Market Study was prepared using generally accepted market research and business standards. The preliminary analysis provided in a Level 1 Retail Market Study is usually considered adequate for community scale planning efforts, but is not intended to be used as the sole basis for designing, financing, planning, or programming any particular business, real estate development, or public planning policy. The charrette team recommends that the Town undertake a more comprehensive market study as part of preparing a community-wide economic development strategy.

² Damariscotta / Newcastle's secondary trade area includes all or portions of Augusta, Bath, Camden, Chelsea, Dresden, Farmingdale, Gardner, Hallowell, Harpswell, Owl's Head, Palermo, Phippsburg, Pittston, Richmond, Rockland, Rockport, Thomaston, Union, Warren, Washington, and Windsor.

³ Based on GPG's conversations with individuals and Town officials who participated in focus groups during the charrette as well as individuals GPG talked with during random meetings in restaurants, coffee shops, and on the street during the charrette and observations about the current mix of businesses in the community.

⁴ A neighborhood retail center is one of several classes of shopping centers recognized by the Urban Land Institute (ULI), including super regional, regional, community, neighborhood, and convenience retail centers. A neighborhood retail center provides for the sale of goods and services that primarily meet the daily needs of an immediate neighborhood trade area. A supermarket is usually the principal tenant. ULI indicates that a neighborhood retail center typically is made up of between 30,000 to 100,000 square feet of store area.

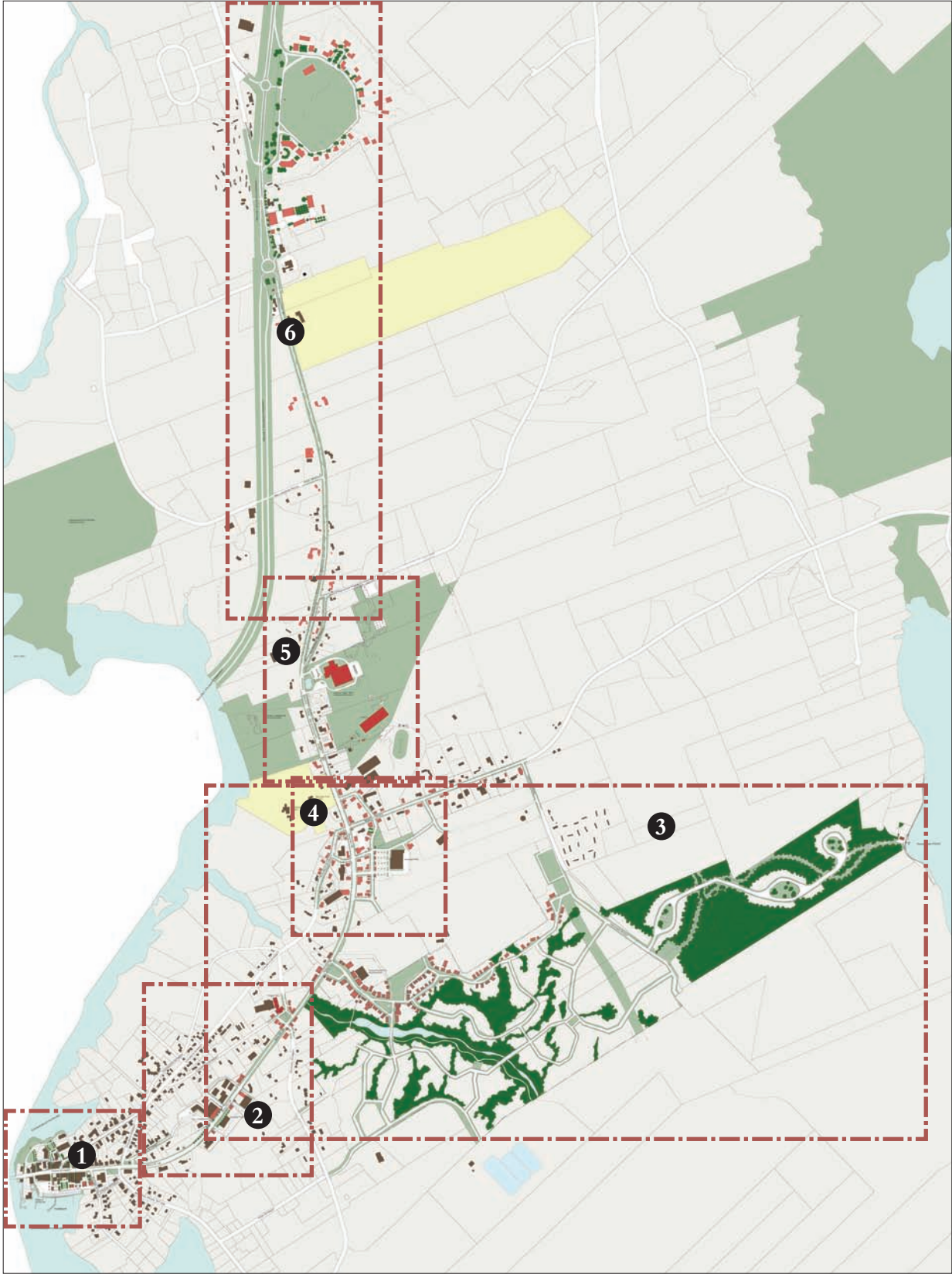


“Take the villages toward urban and keep ‘green green’
...define core philosophy for all planning and design...”¹

AREAS OF FOCUS

- 1. Downtown
- 2. Route 1B Yellowfront/Rising Tide to Town Hall
- 3. Piper Commons
- 4. Route 1B & Biscay Road
- 5. Route 1B School District
- 6. Route 1B School to Route 1

¹ All quotes to the right of the icons in this section are from participants in the charrette.



This chapter presents an Illustrative Plan that attempts to reflect the cumulative efforts of over two hundred individuals and over two years of effort through the Damariscotta Heart & Soul process and the four day community design charrette. Looking forward 10-20+ years, this Plan is a road map and a critical resource for directing growth and strengthening the heart and soul of the community. Under the leadership of DPAC, support of the Town, and input from the public, this Plan has taken shape. The next step, executing the Plan, is even more critical and will require the efforts of a greater number of citizens. Business owners, home owners, church groups, historic preservationists, environmentalists, elected officials, and anyone interested in the future of Damariscotta needs to take an active role in making this Plan, and all of the complex interrelated action items, a reality.

This Illustrative Plan shows potential solutions to Damariscotta’s current challenges, including transportation, economic development, social services, land use, housing, historic heritage, arts and culture, alternative energy, and other issues identified during the Heart & Soul process and charrette. Where possible, physical solutions have been incorporated into the Illustrative Plan. Where solutions are policy or management based, these recommendations are included in both this section and in Section E.

This Illustrative Plan represents ideas presented by the community and developed by the charrette team, as well as additional recommendations for the community to consider. While all of Damariscotta was discussed, the Illustrative Plan focuses on the Downtown, Route 1B, and Piper Commons. Transportation, green space, housing and utilities are among some of the issues that apply townwide and which are further addressed in Section E.

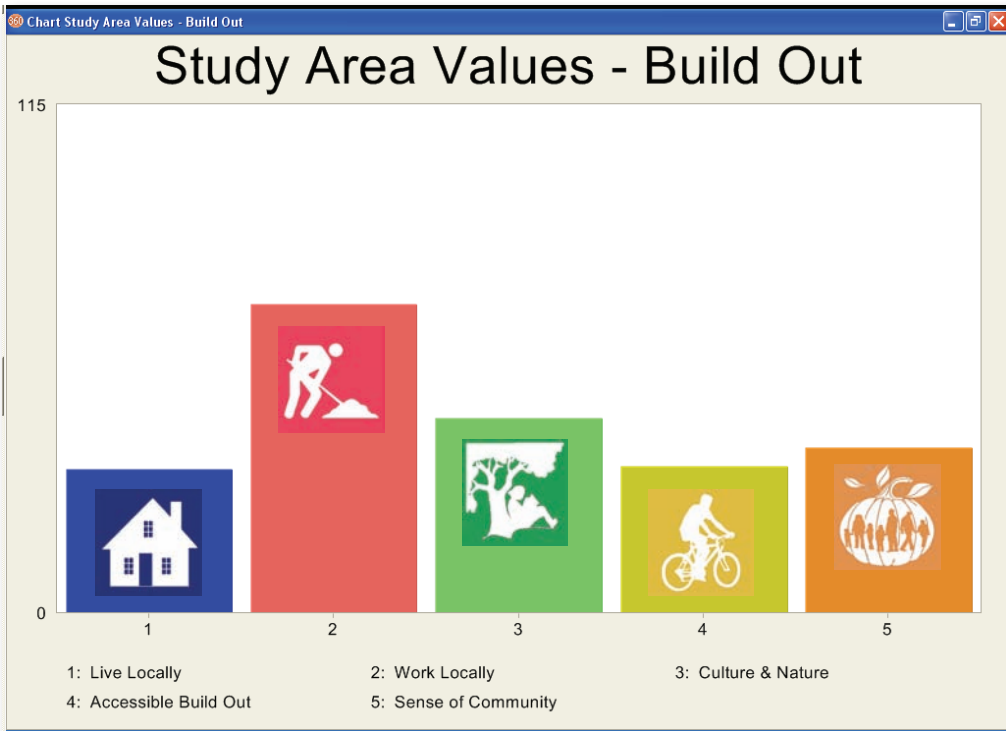


Bird’s eye view of Downtown and surrounding neighborhoods.

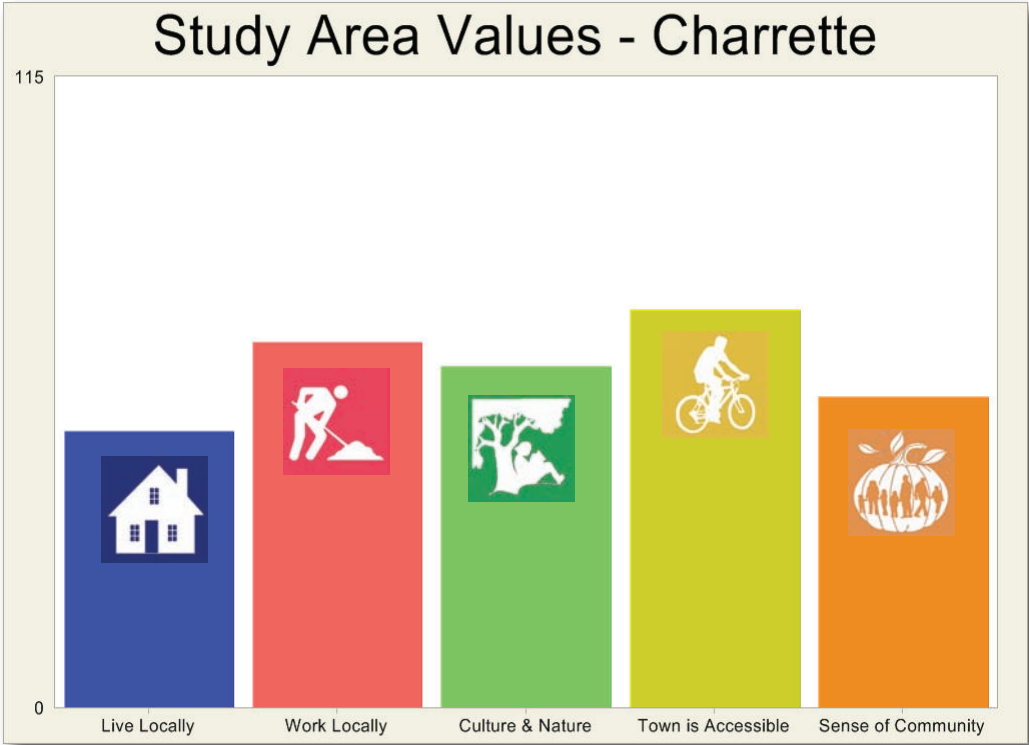
KEY TO HEART & SOUL
VALUES ICONS

Icons below represent the shared values developed through the Heart & Soul process. Illustrative Plans for each area contain the value icons that are most applicable for that area.
(see top left on DI for example)

-  We Live Locally
-  We Work Locally
-  Community is Involved
-  Where Nature & Culture Meet
-  Town is Accessible
-  Sense of Community



The “Build Out” condition attempts to predict what might happen along Route 1B and on the Piper Commons property if development occurs under current regulations and development patterns.



The “Charrette” condition uses the sketches created during the charrette to identify how they compare to the core values developed by the community by modifying current regulations and development patterns.

To understand the difference between development happening under existing regulations and the Illustrative Plan created during the charrette, indicators, or values, were prepared for five of the core values the Town developed during the last year. These five core values include: We Live Locally, We Work Locally, Where Culture and Nature Meet, The Town is Accessible, and Sense of Community. Indicators were not prepared for one of the Town’s core values, Community is Involved, because this value has more to do with human perceptions and interactions which are much more difficult to measure than the other five core values. The components that make up each of the core values are listed in the Appendix of this report. The indicators were used to evaluate two different development scenarios – build out and charrette.

In both the cases the indicators were developed with a number of assumptions and generalizations. They should be used as a tool to provide a rough sense of comparison between one type of development and another.

The charts to the left show the outcome of the five core values for the “Build Out” and “Charrette” conditions. Four of the core values are significantly higher under the “Charrette” condition while “Working Locally” is marginally smaller. This is due mainly to the fact that the Working Locally indicator measures the ratio of jobs to housing. The number of jobs created is roughly calculated as 2.5 employees per 1,000 square feet of commercial space and the amount of commercial space created under each condition is relatively stable. On the other hand, the number of housing units created under the “Charrette” condition is much greater than the number created under the “Build Out” condition, thereby reducing the ratio and indicator for that core value.



“Replace dumpsters with benches, improve parking.”
 “Create a raised green that takes advantage of the beautiful view of the River.”

DOWNTOWN DAMARISCOTTA



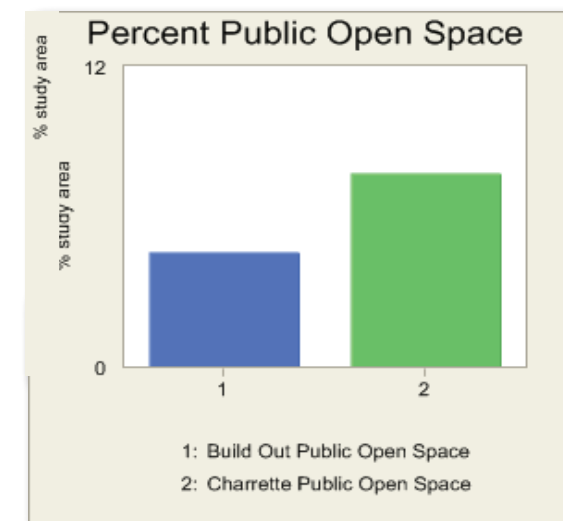
Potential New Buildings in Red



Existing Conditions Aerial



Key Plan



Percent Public Open Space

The public open space indicator compares the amount of public open space under the “Build Out” and “Charrette” conditions. It assumes that no additional open space is created in the future under current regulations and development patterns and that a variety of public open spaces are created in the “Charrette” condition, including a skating rink, playgrounds, and natural open spaces created around clustered housing which are reserved as public land.

The Downtown is the heart of Damariscotta. The historic Main Street has maintained its vibrancy for over a hundred years. It is clear that the community wants to keep Downtown the primary identity of Damariscotta. All of the values expressed in the Heart & Soul process are represented here. And yet, as well as it works and as many assets as it contains, there were also many comments that indicated that certain aspects of the Downtown could be improved.

The Illustrative Plan shows possible physical solutions that can address many of the issues in the Downtown. The boon and bane of any downtown is traffic and parking. During the charrette there were many suggestions on how to improve both. A Park Once Management District could be formed to help address issues related to parking, including decisions about structured parking, shuttles, additional lots, and additional development.

It is recognized that Main Street’s remarkable location between the River and the harbor needs to be capitalized on. Many people are interested in seeing more access to the water and small parks that take advantage of stunning nature close to daily needs.

KEY ELEMENTS OF DOWNTOWN ILLUSTRATIVE PLAN

- A. New “Welcome to Historic Damariscotta” sign at entrance to Downtown on bridge or near first building.
- B. Creation of waterfront park over time - start with area behind Damariscotta Bank and Trust (DB & T) and Griffin property.
- C. Create blocks and streets out of parking lots. Develop block areas with new mixed use buildings with possible hotel and parking structure.
- D. Line parking lot with one story temporary structures to hide parking until block is redeveloped.
- E. New plaza with curb at entrance to theater.
- F. New boardwalk park as decided through Shore and Harbor design process.
- G. Temporary carts for festivals line area of potential Town Square.
- H. Streets and blocks laid out for potential development, including hotel and parking structure
- I. Create public green across the street from the front of the Baptist Church and bank. Re engineer intersection to minimize conflict and improve safety and flow.
- J. Create ‘Historic’ Green around Tourist Building. Allow parking on street and one way loop around green.
- K. Area for additional employee/summer shuttle parking.
- L. Post sign at Route 1 to direct trucks bound for Bristol or Pemaquid to the northern intersection with Route 1B.



What We Heard

- Damariscotta lacks a park/common area.
- Trees – sugar maples to replace old elms.
- Seasonal shuttle to connect Newcastle Square area and the YMCA/GSB school area.
- More green space along River.
- Restrooms in Town.
- Parking - more on street, satellite, possibly structured.

Priority Design Recommendations

- Develop a Park Once strategy for Downtown.
- Install public restrooms.
- Build new Boardwalk Park.
- Install temporary retail structures to shield parking lots.
- Experiment with potential location of Town Square in Back Parking Lot south of Main Street during festivals.
- Create a public green Downtown and address the intersection of Main Street, Bristol Road, and Church Street. Start planning to improve traffic and create public space over time.



Possible River Park at edge of parking near **B**

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

DOWNTOWN DAMARISCOTTA: POTENTIAL PARKING & DEVELOPMENT STRATEGY



PHASE 1:
Survey existing parking in all of Downtown and develop a Park Once strategy - adding more parking areas, structures, satellite parking, and public/private management of existing parking. Determine best location and type of new development while maintaining parking.



PHASE 2:
Experiment with a layout (chalk or paint) for creating 'blocks and streets' in the Back Parking Lot south of Main Street and look at opportunities north of Main Street as well. Begin installation of Boardwalk Park as determined by the Shore and Harbor process.



PHASE 3:
Mark out a temporary Town Square during a special event and line it with trees in pots and mobile carts. Have shuttle to remote parking lot during the festival to make up for parking spaces. Parking can be maintained all around the square in the Back Parking Lot.



PHASE 4:
Continue the experiment during more festivals and throughout the summer by lining the best location for the square with temporary one story structures and kiosks. Look at extending the shuttle to Route 1B and Biscay Road as well as additional parking near Church.



PHASE 5:
Once additional permanent parking is developed in Downtown (within 500 feet), make the Town Square permanent. Add planted trees around square and additional trees in pots along 'streets' from Main Street to the water. This approach is possible north of Main Street as well.



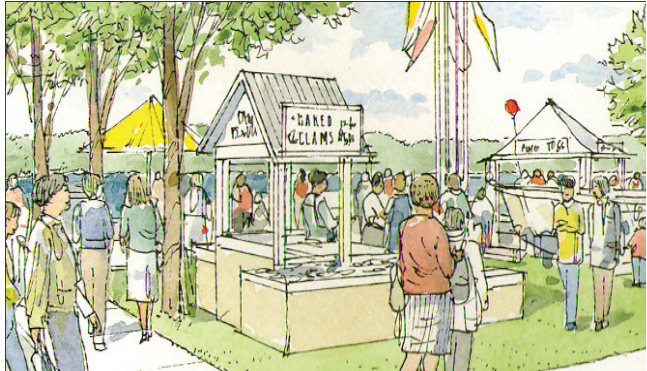
PHASE 6:
As new structured parking is provided south of Main Street, the 'blocks' become available for development of mixed use buildings - retail, office, housing, hotel. This development can help pay for a parking structure and help make the waterfront more vibrant.

The Illustrative Plan is designed to be a flexible framework that can evolve over time and respond to changing market conditions, land ownership, and unanticipated conditions. The plan to the left is a **strategy** that can be phased in order to absorb needs in the market as they arise.

Merchants, landowners, and the Town are encouraged to begin the formation of a Park Once Management District to manage existing parking to support retail and determine how to add more parking areas, structures, and satellite parking with shuttle service. Creative financing techniques or a large development proposal, such as a mid-size hotel would probably be necessary to help finance structured parking, but would make greater economic use of the present parking areas and improve the vibrancy and character of Downtown.



Existing view from Back Parking Lot to Main Street



Possible temporary uses to define public space



1 A. Existing view of theater entrance. Note lack of protection and definition from road.



1 B. Sketch shows new marquee for theater and a defined plaza with curb and brick paving, benches, and bold color.



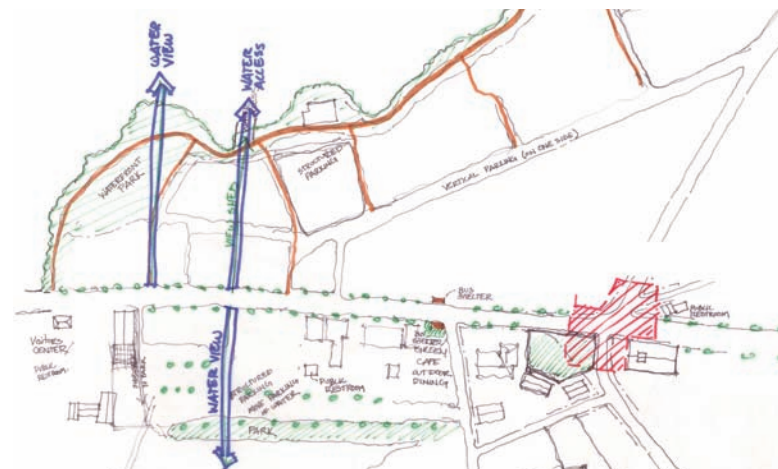
3 Sketch shows an idea for creating an expanded plaza in front of Weatherbird. The parking lot in front could also be defined by small temporary buildings.



2 A. Existing view of King Eider's pub. The asphalt goes right up to the building.



2 B. Sketch shows proposed curb and brick paving for patio with added plants, tables, chairs, and more vibrant color.



Preliminary sketch exploring strategy for maximizing views from Main Street to the water.



Key Plan

A number of small scale suggestions were investigated during the charrette. Team members worked with business owners to come up with ideas for their properties. These three illustrative concepts concentrated on making more of a 'place' where Elm Street meets King Eiders Pub. This is an important intersection that can draw people from Main Street to the back shops. King Eiders also terminates the view from Elm Street.

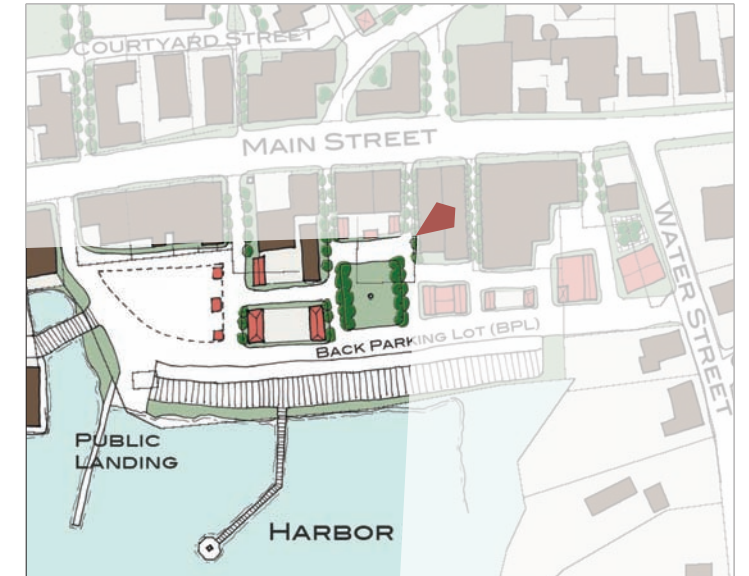
This Illustrative Plan is intended to help support individual efforts and encourage local ideas to make Downtown even more vibrant and interesting. The ideas presented here can be implemented, or act as 'placeholders' for better ideas developed in the future.

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

TOWN SQUARE



View to Harbor from Back Parking Lot showing potential Town Square used for festival



Key Plan

There was strong support during the charrette for a Town Square or green. Throughout the Illustrative Plan, there are a number of squares, plazas, greens and commons shown, in order to give the Town options for the one that best suits its needs.

The proposal of a Town Square in the Back Parking Lot south of Main Street may be difficult to accomplish in the short term, due to parking needs. But if a Park Once Plan is implemented and parking in the whole of Downtown is redistributed and increased, then the opportunity becomes stronger.

In the short term, an area can be marked off with paint, tape, or chalk, lined with potted plants and kiosks to provide a temporary Town Square that can be used for festivals and other special events.



View to Harbor from Back Parking Lot



View from Main Street to Harbor



“Boardwalk between Church Street and Yellowfront, leading to safe crossing to Rising Tide.” “Control the physical form of buildings.”

ROUTE 1B: YELLOWFRONT/RIISING TIDE TO TOWN HALL



Existing Conditions Aerial



Key Plan

A potential five minute walk from Downtown, this retail area presently requires driving due to lack of sidewalks and speeding cars. With two local food markets, drug store, lumber yard, and other retail establishments, this area provides for many residents’ daily needs, though its form and safety could be improved.

To make this service center more pedestrian friendly and appear more like a continuation of Downtown, certain improvements need to be made. One approach is to modify zoning to ensure that buildings can be brought closer to the road and that architectural treatments reflect the character of Damariscotta.

To improve safety, sidewalks should be installed along Route 1B on at least one side and sharrows (bike symbols that indicate sharing the road) painted on travel lanes to encourage bicycle travel. On street parking along Route 1B would also help slow traffic and allow safe crossing. In addition, new liner buildings² close to the street, can quickly and inexpensively change this district’s image for the better.

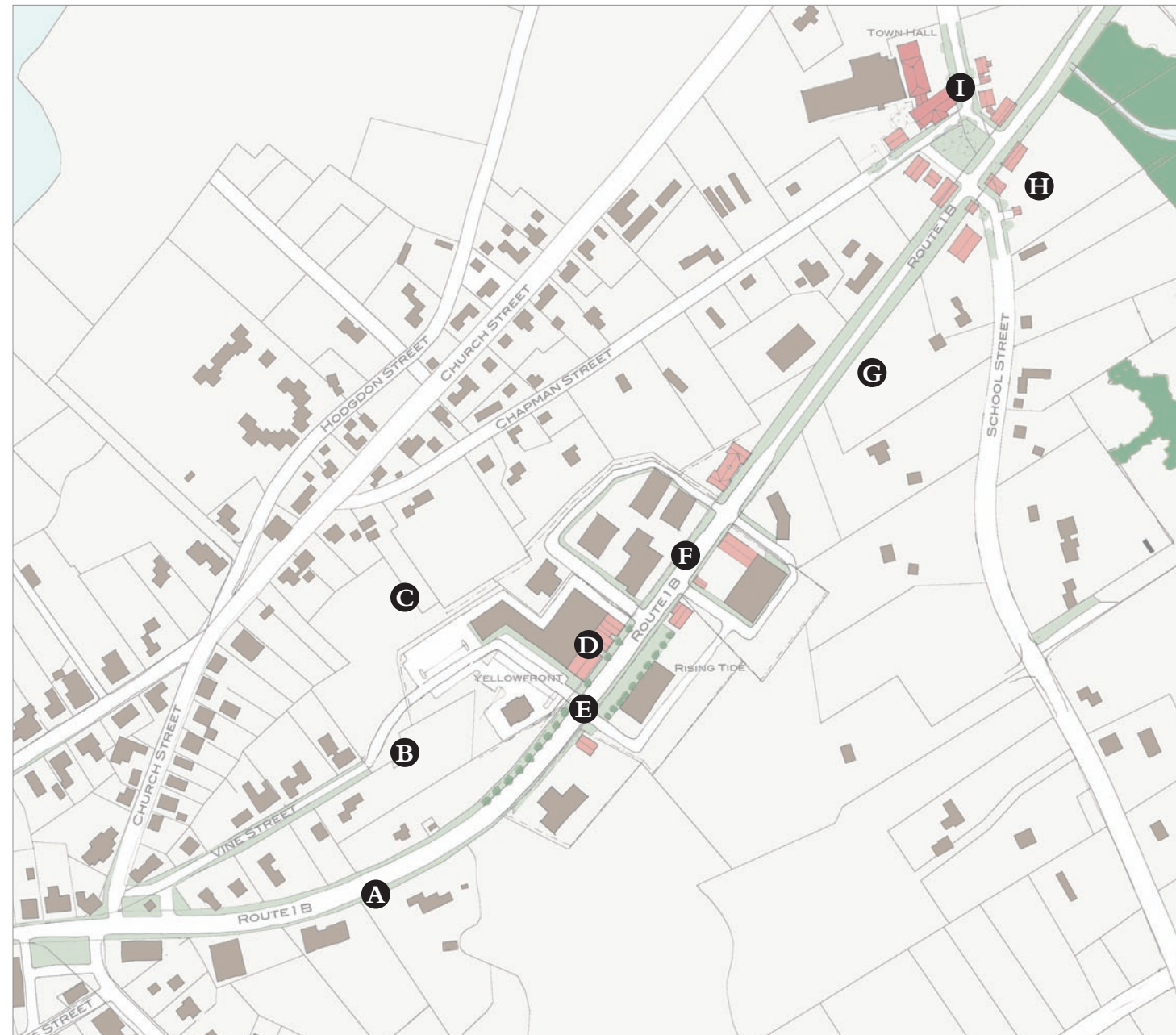
There are many opportunities to improve connections between Downtown neighborhoods and this area. Existing pathways near the wetlands behind Yellowfront should be formalized, including a connection to Vine Street.

² Liner buildings are small buildings located close to the street that help create a comfortable, pedestrian space that together with sidewalks help make an area walkable.

ROUTE 1B: YELLOWFRONT/RISING TIDE TO TOWN HALL

KEY ELEMENTS OF ILLUSTRATIVE PLAN

- A. Continue sidewalk from Downtown and create bike lane.
- B. Pedestrian/bike path from Vine Street. Look at possibility of playground/park in this area or at “Rocky Hill” behind Rising Tide.
- C. Connect to Church and/or Chapman Street with pedestrian/bike path and boardwalk.
- D. Allow/encourage liner buildings/fences to define this center.
- E. Improve crossing between Rising Tide and Yellowfront with textured surface, sign, and lighting.
- F. Create three-lane street section from Mobius to Rite Aid. Center lane would be textured and allow left hand turns. Trees could be at strategic parts of the median - experiment with trees in pots. Allow parking on street in this section.
- G. Street section stays at two lane, but with addition of sidewalk and bike path. Consider taking path away from road if it is too tight where it cuts through the hill. Add street trees (sugar maples) where possible.
- H. Interrupt the dangerous angle of School Street by turning each section at ninety degrees to Route 1B. Create a Civic Green from existing green area and encourage farmstand-type business to line this green.
- I. If the need for more meeting space arises, build a simple, dignified meeting hall onto the side of Town Hall that faces Route 1B and the Civic Green.

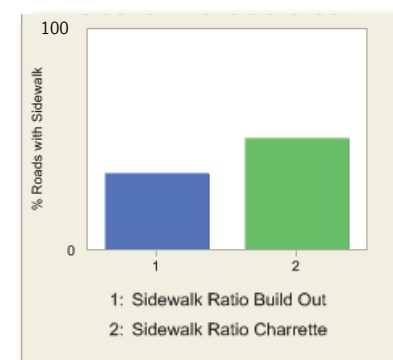


What We Heard

- Need for better crossing between Yellowfront and Rising Tide.
- Traffic is too fast, not safe for bikes or pedestrians.
- Lack of pedestrian connections between this area and Downtown and Church Street to the north.
- No distinguishable center or entrance.

Priority Design Recommendations

- Slowing design speed of road by creating a 3 lane section with turning lane and trees.
- Add liner buildings and/or fences to define street edge.
- Connect to Church and Chapman Street with boardwalk over wetlands.
- Connect to Vine Street with bikeway/pedestrian path - possible playground.
- Improve pedestrian crossing, allow on street parking. Bike path as well as sidewalk on at least one side of Route 1B from Downtown and to Town Hall.
- Continue to improve green in front of Rising Tide to allow seating and public gathering.
- Fix School Street intersection by turning roads to ninety degrees to Route 1B.



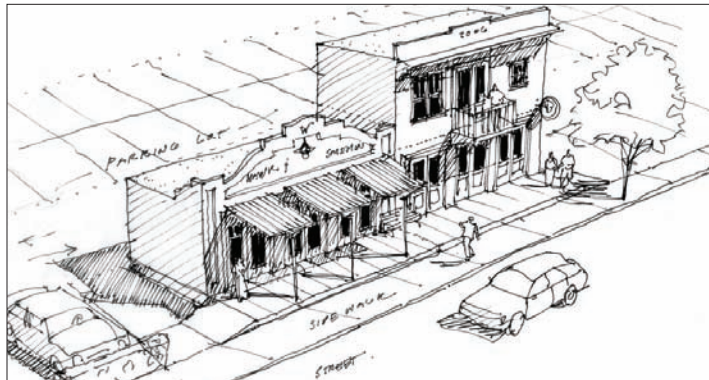
Sidewalk Ratio Build Out

The sidewalk ratio indicator measures the percent of roads with a sidewalk. This includes existing sidewalks and currently proposed extensions to those sidewalks for the “Build Out” condition, following the existing development pattern.

The “Charrette” condition includes a variety of roads that include sidewalks, which are added to existing sidewalks and proposed sidewalk expansions.



Formalize pathway to Church Street, with possible pavilion and park.



Parking lot with liner buildings helps create clear edge at sidewalk.



Cars are often necessary for shopping in this area, whether it's for hauling grocery bags or sheets of plywood. However, a number of people live close enough to walk or bike for smaller daily items. Improvements to the road and pathways would provide people with the option of getting a gallon of milk without burning a gallon of gas.

This area has the potential to be a beautiful and memorable *place*. With two markets so close together, this area could almost function as a food hall, with pedestrians easily crossing the reconfigured Route 1B and sitting at sidewalk tables or on Rising Tide's green. Additional food vendors that compliment the markets should be encouraged, as well as a café that could be added onto the street side of Rising Tide.

Expansion space for Yellowfront/Rising Tide would improve street safety by creating a more intimate space. This kind of liner building provides enclosure and activates the street without having to fully commit to an expensive new building. Fencing along sidewalks would also begin to define the street.

The location and amount of parking will need to be planned on a district-wide basis, with spaces shared between businesses, which is possible if the area becomes walkable. Similar to Downtown, on street parking spaces should be provided, with a head-in parking option on the Yellowfront side.



Existing view of Yellowfront/Rising Tide Neighborhood.



Possible infill with Damariscotta-style buildings, sidewalks, on street parking, and green.



Proposed view of civic green with potential new Town Hall meeting space.

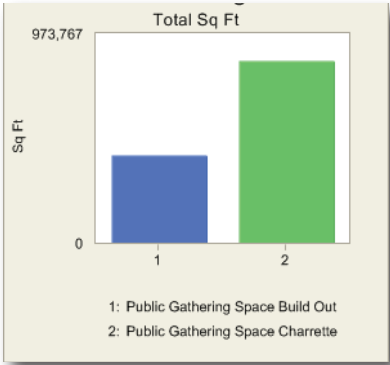


Existing view at School Street and Route 1B.

Public Gathering Space

The public gathering space indicator attempts to account for the community’s ability to gather in both indoor and outdoor spaces by measuring the amount of public gathering space, including schools, Town Hall, public and private performance space, public greens, parks, playing fields, and community gardens.

Under the “Build Out” condition, it is assumed that no new public gathering spaces are created, again reflecting the type of development that has occurred.



For the “Charrette” condition, a variety of new public spaces are proposed, including community gardens, an expanded Town Hall that includes a larger meeting space, playgrounds, and Town Green areas.



Key Plan

A number of charrette participants expressed an interest in better integrating the Town Hall with the rest of the community. Suggestions were made to move it back Downtown, which would help the mix of uses. However, the lack of space Downtown and the cost of moving the Town Hall would be difficult. If Town Hall can’t be brought to where people gather, then perhaps a gathering place could be brought to Town Hall.

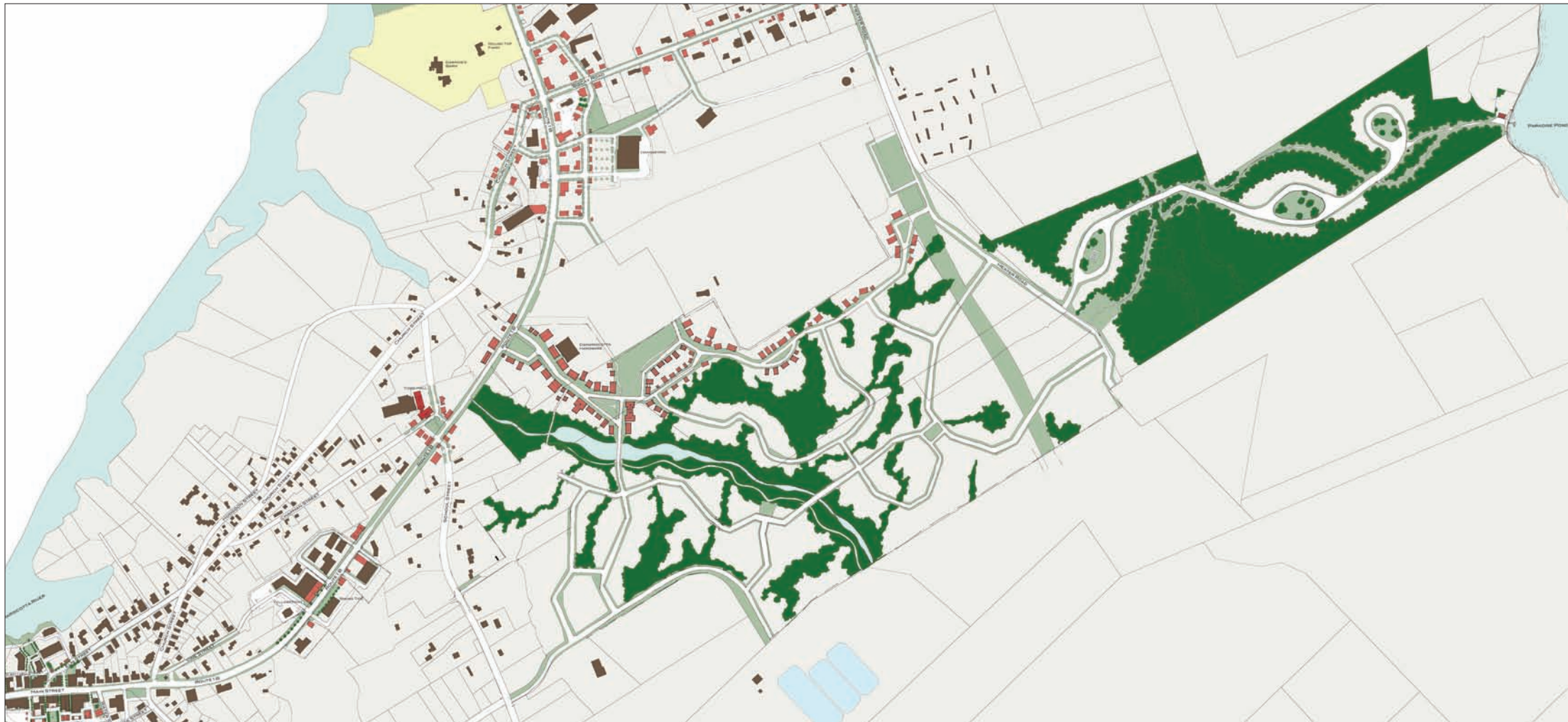
By turning School Street so that it meets Route 1B at a ninety degree angle (making a dangerous intersection safer), a green could be created in front of the present Town Hall. A simple dressed stone wall would define this green and highlight the existing mature trees. It is possible to do this and keep the park private by having the ‘road’ on one side of the green be a private drive with parking. If acquired by the Town, the green could be a good place for small events and a memorial.

Currently Town Hall lacks a meeting room space sufficient for citizens to gather for important events like Town Meeting. A simple, one and half story box with a welcoming entrance portico would give the Town Hall a clearer presence within the Town, and provide space for many types of community events.



“Make it feel town-like - connect to rest of Damariscotta.”
 “Mixed use satellite village to historic Downtown.” “No cookie-cutter houses”

PIPER COMMONS



Key Plan

Damariscotta has taken a proactive approach to the type and location of future growth. The old French property, consisting of 260 acres from Route 1B to Paradise Pond, is also known as Piper Commons. By placing growth closer to existing retail, vehicle trips can be reduced and existing public facilities, including sewage treatment, can be utilized more effectively.

Perhaps most importantly, by focusing growth closer to Downtown, open lands for habitat, recreation, and agriculture are saved. In the past, the pattern of growth has been outward, dividing up fields and woods. This leads to more driving and the distance makes it harder for people to easily participate in the life of the Town. Density in this area allows the center of Damariscotta to be more compact and the countryside to remain rural.

However, if this neighborhood is just strip retail and ‘cookie-cutter’ housing, it will not have met the vision of the residents of Damariscotta. Citizens have expressed an interest in a neighborhood that is mixed use, mixed income, ‘green’, respectful of nature, connected to Town, inclusive of the arts and local retail - a real neighborhood that feels like a part of Damariscotta and a positive addition to Town.



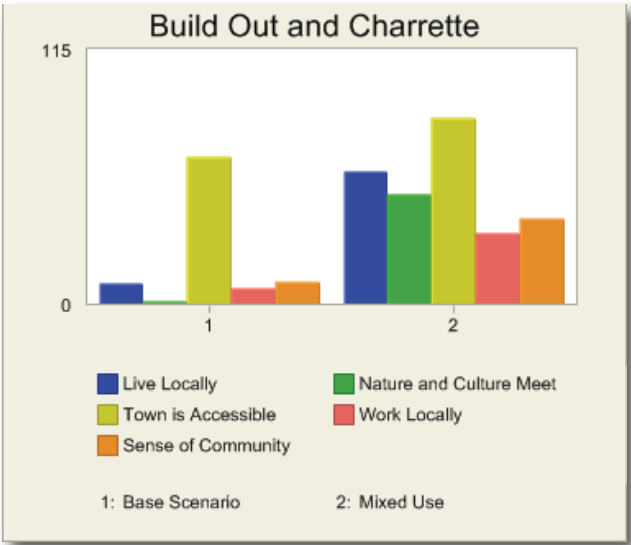
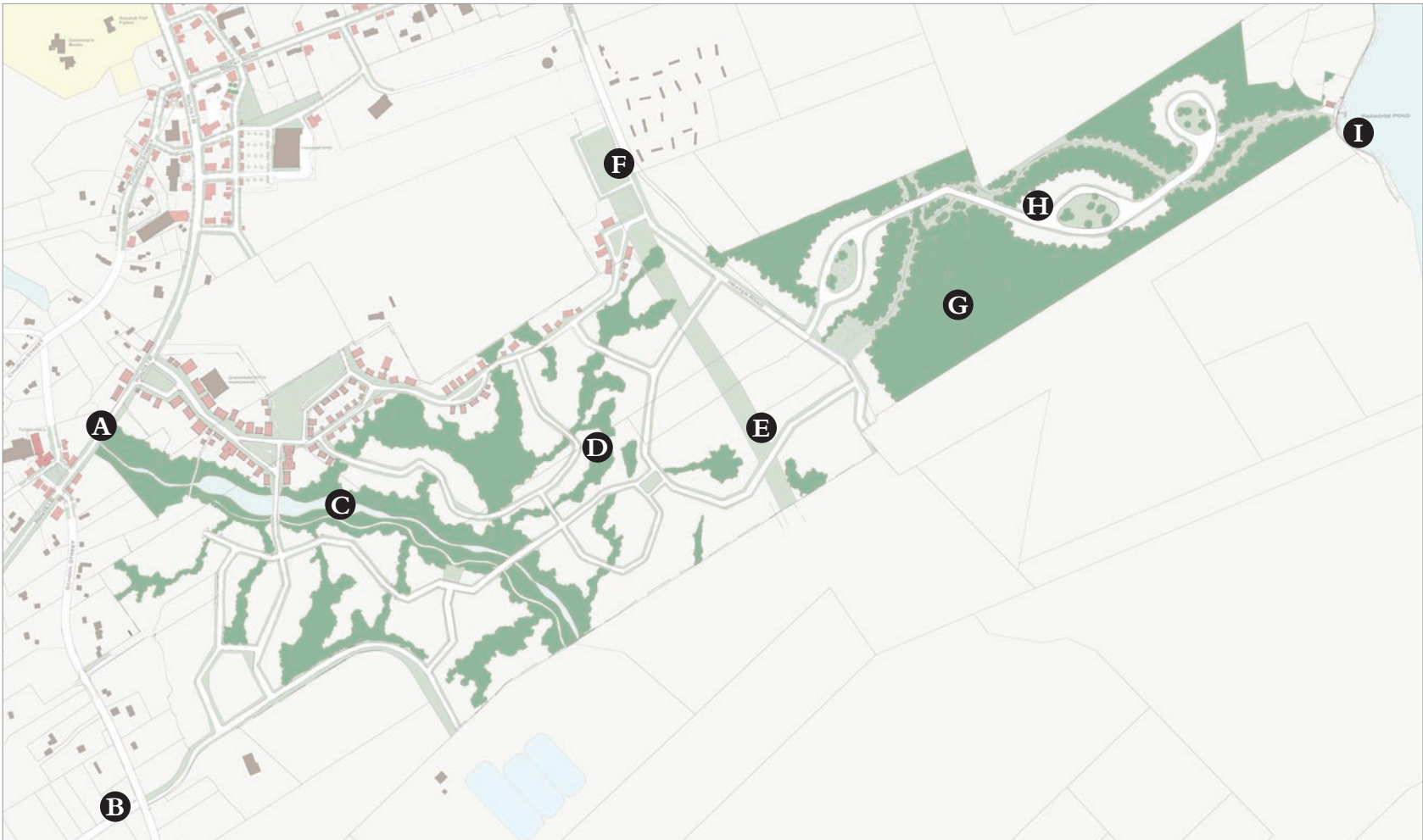
Roads connecting neighborhoods should be narrow.



Existing conditions aerial.

KEY ELEMENTS OF ILLUSTRATIVE PLAN

- A. Main access to neighborhood and mixed use from Route 1B - share entry with Damariscotta Hardware.
- B. Secondary access would be off High Street and School Street. Another access is possible on School Street through an easement.
- C. Wetlands are not only protected, but enhanced and turned into public trail system, with easy access from sidewalks.
- D. A network of ‘skinny’ streets to reduce permeable pavement. Straight road lengths should be short and be connected by turns with a tight centerline radius to slow traffic.
- E. Power line easement is used for bike and walking path. Also can be used for raised bed community gardens.
- F. ‘Green’ green is a location for eco-industrial buildings to share stormwater treatment, wind power, and other uses, and to provide local jobs. Heater Road should be a secondary access and should not be continued beyond the Piper Commons property line.
- G. Preserved corridor for wildlife.
- H. Clustered housing around common greens to save woodlands.
- I. Public boathouse for canoes and kayaks.



Piper Commons Values

A method similar to that used for the overall study area was used in the Piper Commons analysis; however, the indicators which make up each of the core values for this area are slightly different than those used for the overall plan because we had a more detailed plan from which to measure.

The “Build Out” condition is again based on the existing regulatory framework and current development trends to

predict what development of the land area might look like. The “Charrette” condition used the sketches created during the Charrette to envision a different sort of development, intentionally designed to meet the needs of the community.

The same five core values were used in this model, all of them significantly greater under the “Charrette” condition.

What We Heard

- Concern about traffic - primary access should be on Route 1B, not School Street.
- Create a neighborhood that complements and doesn’t compete with Downtown.
- Protect wetlands, wildlife, and watershed.
- Many uses and types of housing.
- Improve access to the water.

Priority Design Recommendations

- Consider form based code to allow mixed use neighborhood.
- Transition density and mix of uses from most urban at Route 1B to most rural at Paradise Pond.
- Use natural systems as a green network for pedestrians, bikes, and animals.
- Create small streets with sidewalks on one side in less dense areas and on both sides in the neighborhood center.
- Encourage a range of housing as well as retail and office space.
- Consider an architectural code to ensure compatible materials and forms.
- Connect to other transportation networks, including a shuttle bus to Downtown.



“Group houses for neighborhood feel.....see neighbors.”
“Clusters of buildings around green areas”

PIPER COMMONS: RESIDENTIAL GREEN

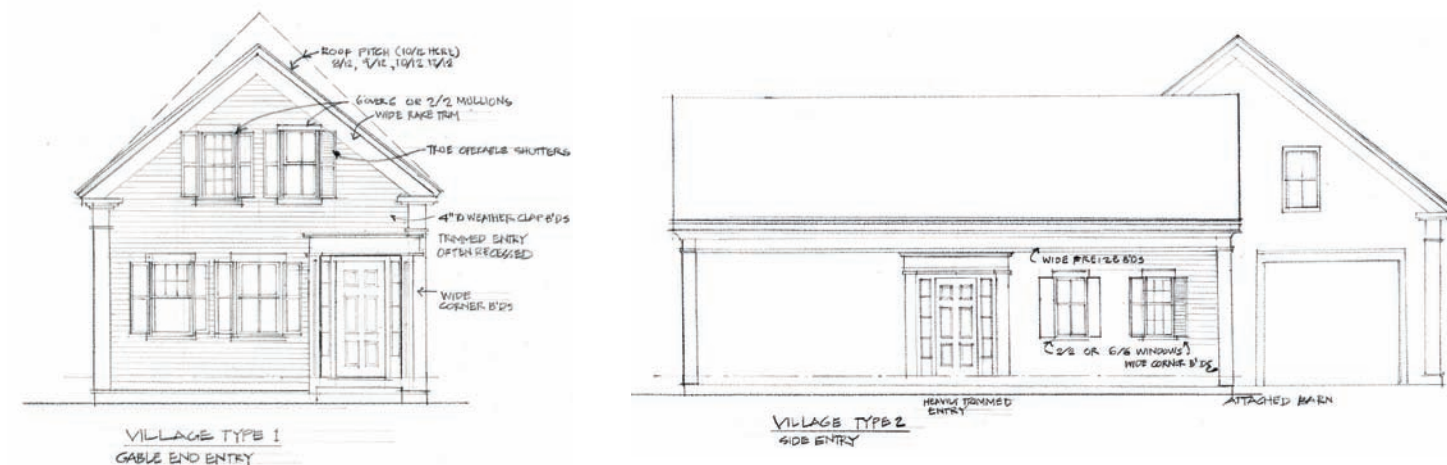


Key Plan

Piper Commons contains a patchwork of wetlands, which can make it difficult to create a network of blocks and streets as opposed to a series of disconnected ‘pods’. To overcome this challenge, houses can be clustered into a series of memorable places that are interconnected with roads. Sidewalks, wetland pathways, as well as compatible architectural character can all contribute to a cohesive neighborhood. In the area of Piper Commons that is closest to Paradise Pond, the technique of clustering can increase the amount of undisturbed land when compared to conventional development.

The view to the upper left shows how ecological features can be integrated with traditional New England architecture. The green in the middle can provide stormwater retention. The drive to the houses is permeable pavement and features such as shared compost bins, geothermal heating, solar roof tiles, and discrete double helix wind turbines can be integrated.

By controlling the architecture, including materials and configurations as opposed to style, many housing types can coexist in the same area. In the view to the upper left, there are small cottages, larger houses, duplexes, and even a live/work.

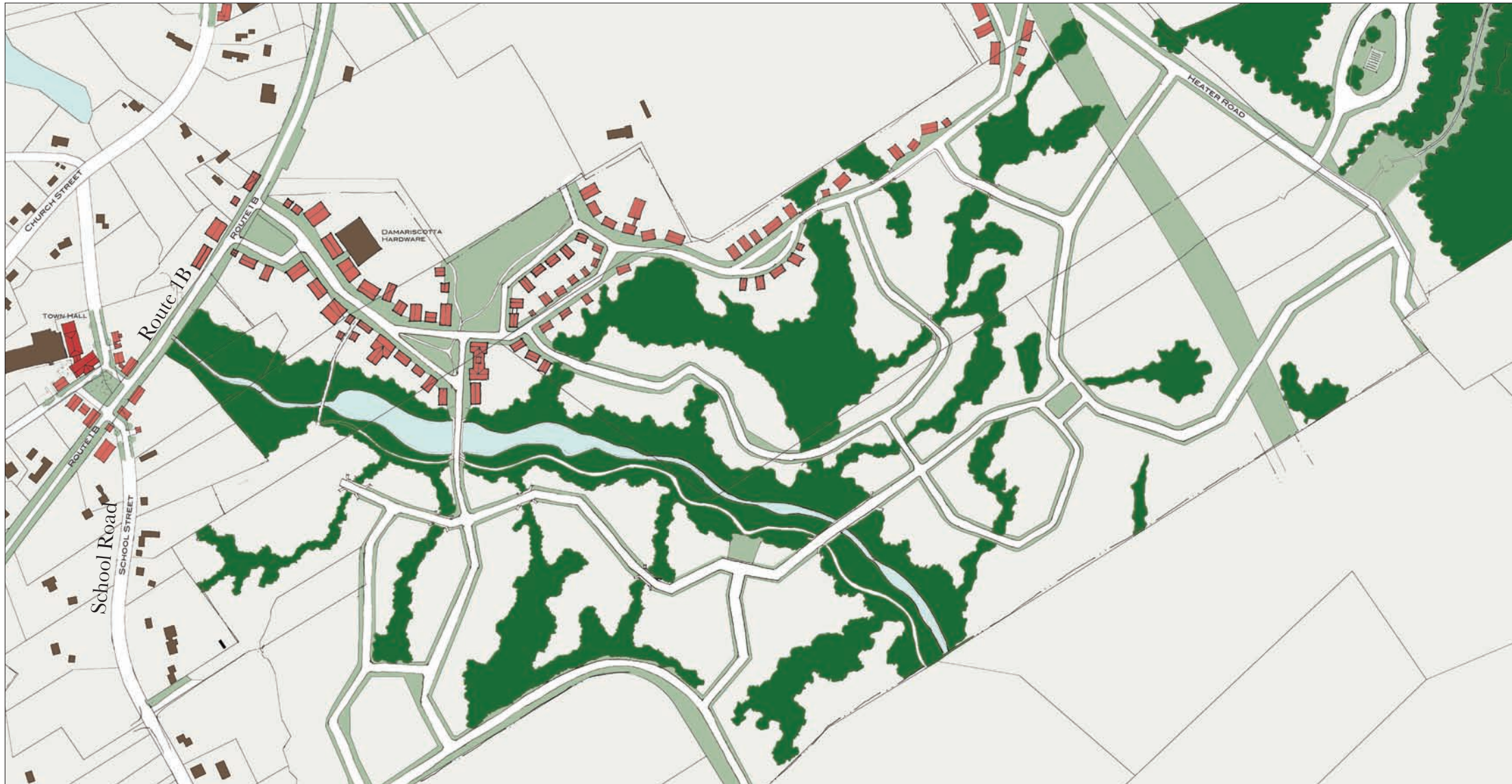


Potential house designs drawn during the charrette by local architect, George Parker.



“Housing and retirement homes....art and culture center.” “Mixed use - elder accessible, shops, intergenerational...” “..families have swingset and sandbox with close proximity..”
“Transit all weather....links - pedestrian/bike access to Rec Center”

PIPER COMMONS



Key Plan

The greatest amount of development at Piper Commons should occur between Route 1B and Heater Road, with the most dense mix of retail and housing occurring within the first 1,000 feet of Route 1B, which is presently zoned for commercial use. There should be some mix of uses in other sections of the neighborhood, but more on the scale of corner stores and live/work offices.



Existing Conditions Aerial
www.bdennis.com

B. Dennis Town Design; For Illustrative Purposes Only.

KEY ELEMENTS OF ILLUSTRATIVE PLAN

- A. Public Common creates a strong presence on Route 1B for this new neighborhood and increases visibility of the first buildings.
- B.. Damariscotta Hardware becomes part of primary street with new front and shared parking.
- C. New street is lined with 2-3 story mixed use buildings with wide sidewalks, street trees, and on street parking.
- D. Improved earth dam with pedestrian path and enhanced pond.
- E. Possible Art Center or other public use.
- F. Potential location of hotel, cluster of inns, or house-like office buildings.
- G. Preserve significant part of meadow as parkland.
- H. Live/work townhouse buildings and apartments.
- I. Cluster of range of housing types around shared green.
- J. Public access to trail system through wooded wetlands.
- K./L. Mix of uses and building types (all house scale) around greens as neighborhood centers.



What We Heard

- Concern about compatibility, yet have its own character.
- Desire to preserve green space and make it accessible.
- Ecological design principles important.
- Mix of uses - civic, office, retail, housing.
- Mix of housing - senior, townhouse, apartment, live/work.

Priority Design Recommendations

- Consider form based code to guarantee mix of uses, character of buildings, green spaces, and interconnected network.
- Concentrate most density of uses near Route 1B, around Common and along primary access.
- Create special greens and places along the road to give character to different areas.
- Protect and enhance wooded wetlands as a secondary trail system.
- Create a network of cranky small streets to slow traffic speeds and encourage walking as well as creating a series of interesting vistas.



“Add a park/green space/public gardens.” “...large open common.” “Outdoor community area for festivals.” “Village within a Town.”

PIPER COMMONS ENTRY



View of proposed Common from Route 1B.



Key Plan

To create a new neighborhood center with limited frontage on Route 1B, it is critical to have a noticeable gateway that announces the entrance to the neighborhood. Because Damariscotta doesn't currently have a traditional New England Common, multiple goals are met by locating a green on Route 1 at this new intersection. The size of the green can be variable, but should allow parking around it and give people two chances to turn into the neighborhood center. This civic space can be used for festivals and other events, or just for throwing a frisbee.

The buildings around the Common are envisioned as two to three story individual buildings with slightly different treatments to keep them from looking like a 'project'. Retail and office uses would be on the ground floor, with office or apartments above. Wide sidewalks, street trees and on street parking would encourage walking. In the rendering to the left, the existing Damariscotta Hardware can be seen peeking behind new liner buildings.

Piper Commons is a private development (with public streets and parks), but should build slowly over time to achieve an authentic feel and contribute to the quality of its future.



Start with green and existing Damariscotta Hardware.



Add buildings over time according to form based code.



Existing view from Route 1B.



“Add some charm with trees, white fences, potted planters”
 “Sprawling - driving not walking to do errands.” “..shouldn’t
 be allowed to develop with higgly-piggly design...”

ROUTE 1B & BISCAY ROAD



Key Plan



Existing Conditions Aerial



Existing view of non-walkable Route 1B.

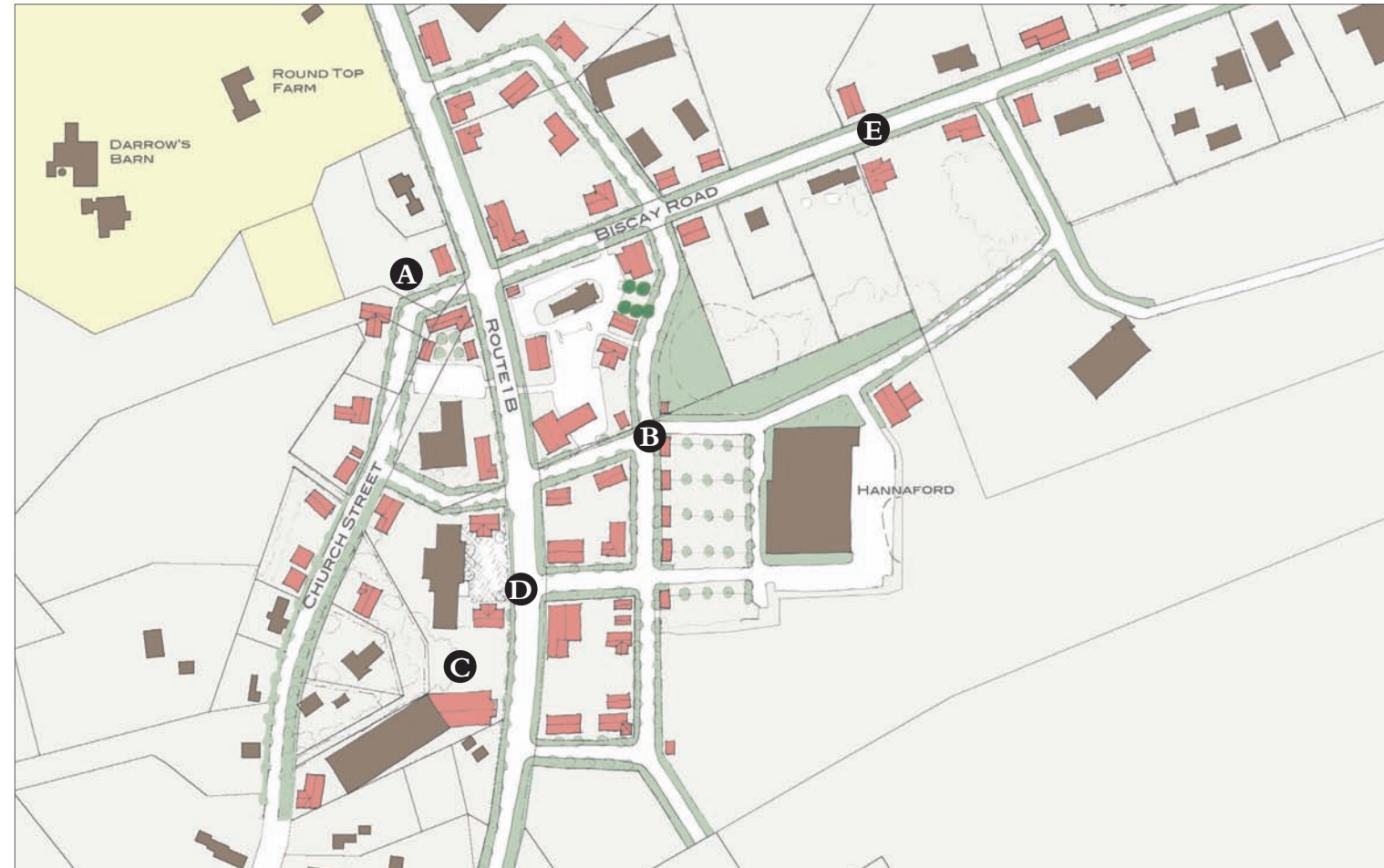


Example of a new grocery store that creates a good street edge.

Route 1B and Biscay Road is an area that contains typical strip retail. While the businesses are appreciated, the look of the buildings lacks the charm of much of Damariscotta. A new form based code overlay would encourage redevelopment of existing properties into more of a mixed use walkable center with appropriate architecture to create a sense of place.

KEY ELEMENTS OF THE ILLUSTRATIVE PLAN

- A. Change Church Street to be ninety degrees to Route 1B to alleviate blind corner. Calibrate traffic lights if needed.
- B. Allow/encourage a secondary street through Hannaford and north of Biscay Road and line with new mixed use buildings. Connect sidewalks to paths north to Great Salt Bay School and south to Piper Commons.
- C. New additions to existing building encouraged to come closer to street to form sense of enclosure, create more of a neighborhood center feel, and slow excessive traffic speed.
- D. Three lane road section - center turn lane with median, on street parking, bike sharrows, street trees, and 8' minimum sidewalks for two blocks south of Route 1B and Biscay intersection.
- E. Pedestrian path on one side minimum. Encourage additions closer to road and/or low fences/hedges. Encourage compatible materials and configurations for buildings.

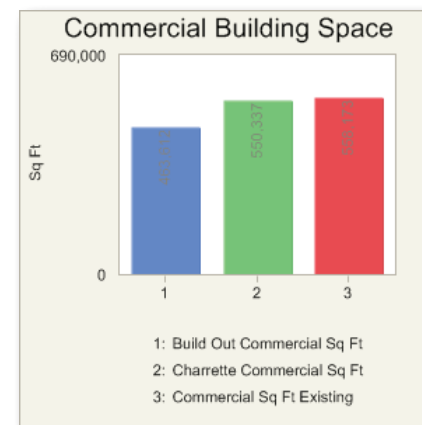
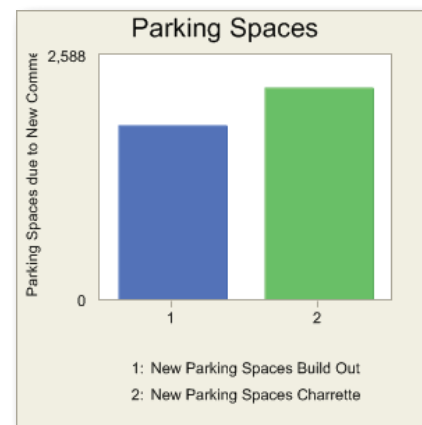


What We Heard

- Route 1B and Biscay intersection seems suburban in character.
- Lack of good pedestrian and bike links to Great Bay School and to Downtown.
- Concern about chain stores.

Priority Design Recommendations

- Encourage infill in Hannaford's lot and create a secondary street parallel to Route 1B.
- Consider form based code overlay to allow and encourage mix of uses and compatible materials and forms with buildings closer to the sidewalk.
- Create three lane section on Route 1B from Hannaford's to Biscay Road with turn lane, on street parking, sidewalks, and street trees.
- Encourage 3-4' fences and hedges, along with liner building along front property line on Biscay to partially screen businesses.
- Develop additional bike and pedestrian paths to Great Bay School and Piper Commons.



Parking Spaces Required and Amount of New Commercial Square Footage

The number of parking spaces that are required for new commercial development is calculated directly from the amount of new commercial square footage created under the two scenarios multiplied by 4 parking spaces/1,000 square feet of new commercial space.



“The Town should designate a Farm area.” “...community garden and sustainable living center for students/public...” “...keep traditional New England architecture...” “...link school and field to safe pedestrian and bike pathways to rest of Town...”

ROUTE 1B: SCHOOL DISTRICT



Existing Conditions Aerial



Community gardens and education area



New development based on traditional building types

www.bdennis.com

B. Dennis Town Design; For Illustrative Purposes Only.



Key Plan

Great Salt Bay School is an anchor in this district, which represents a natural progression from Town Center to Town Edge. There is also a constellation of open spaces and public uses that can easily be interconnected. The values of nature and culture exist already in the school, the Shell Middens, Round Top/DRA, and the YMCA.

The challenge is to make sure that any future development reflects the more rural character of the area. This can be done through a form based code overlay with clear design standards. The exchange for developers would be a more objective and predictable approval process.

Route 1B from Great Salt Bay School to Biscay Road will need to be treated with great sensitivity to increase safety and pedestrian/bike access while also maintaining the rural character. For this reason, sidewalks are recommended for the east side of Route 1B only (set back from the road edge at least 10 feet) with additional paths further back from the road that connects the Shell Middens and Round Top.

KEY ELEMENTS OF ILLUSTRATIVE PLAN

- A. Add three lane road section from School to Biscay - center turn lane, bike lanes, parking allowed on gravel shoulders, asphalt raised curb, and sidewalk on school side of Route 1B - meandering path on other side, street trees clustered in groups.
- B. Agricultural/environmental education center linked with school and Shell Middens.
- C. Community Gardens - gathering space for events and outdoor classroom.
- D. Trails along 'backs' that connect to Biscay and points south.
- E. Outdoor ice skating rink in flat, non-wetland, non-woodland location - start with temporary rink.
- F. Encourage new additions and buildings to be closer to the street and follow the form and pattern of farm buildings. Define edge of front property with rail fence, hedge, and reduce curb cuts for safety.
- G. Continue townwide River's edge bike and pedestrian path and connect to other pathways that go east/west.

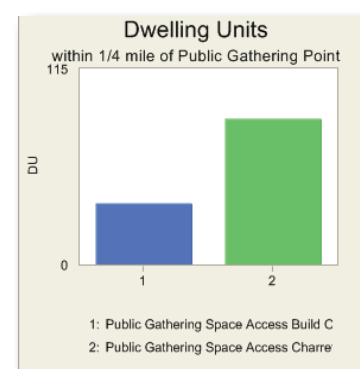


What We Heard

- Lack of safe pathway to and from school.
- Community Gardens and environmental education, behind the Rec Center or Round Top.
- Outdoor skating area.
- Character of new buildings.

Priority Design Recommendations

- Add three lane road section from school to Biscay Road.
- Improve pedestrian and bike links from school, both on Route 1B and alternative 'back' routes.
- Create Education/Recreation District and encourage links between the school, YMCA, Shell Middens Park, and Round Top.
- Use traditional barns and houses as architectural models to emulate with new development.
- Locate outdoor skating rink in the district.
- Encourage Round Top Ice Cream to open year round.



Dwelling Units near Public Open Space

The dwelling units indicator measures the number of houses or apartments found within ¼ mile of public open space, the distance that most people are willing to walk to reach a destination.



“Upper Route 1 should look rural even if retail is allowed there.”
 “...Preserve rural character.” “...better entrance from north.”

ROUTE 1B: SCHOOL DISTRICT TO ROUTE 1



Maintain meadow view from Center Street and Route 1.



Use agricultural buildings as models for new development.



Key Plan



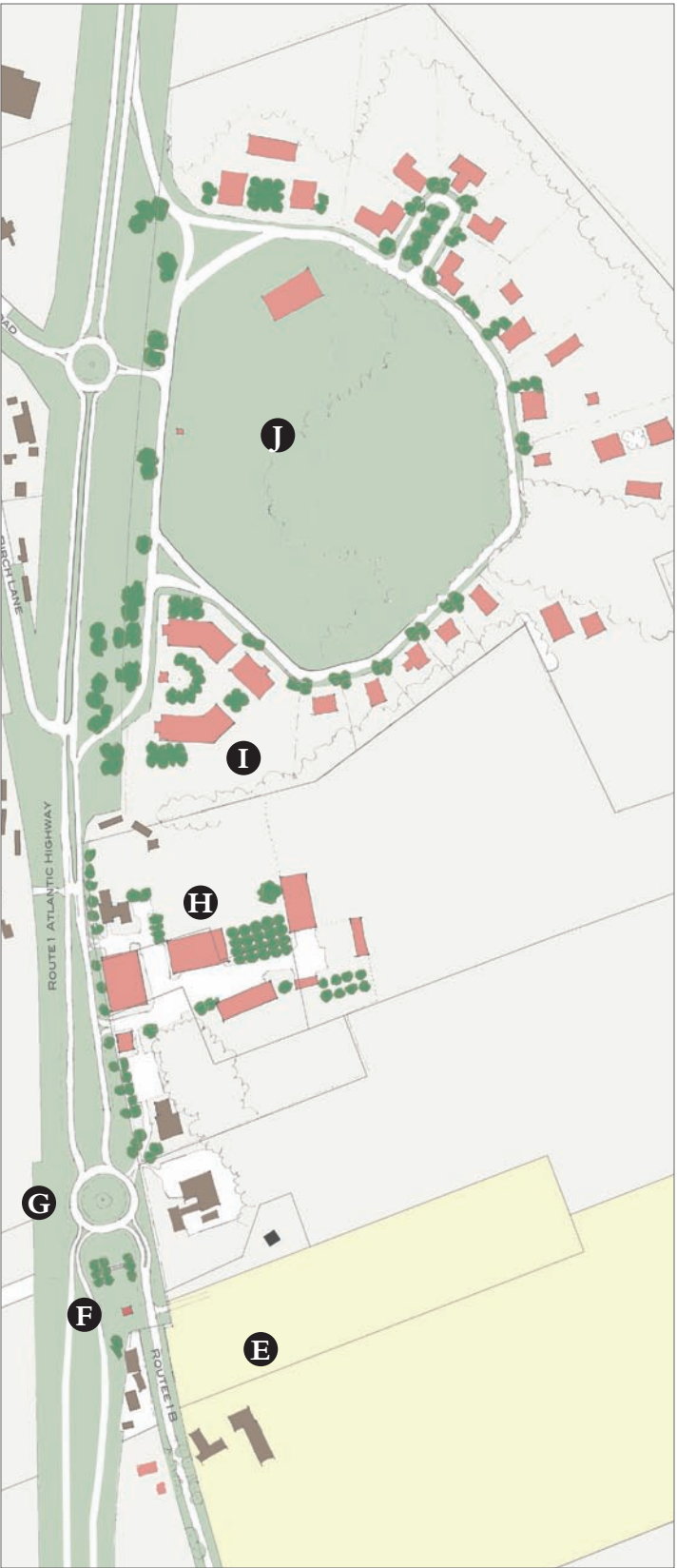
Existing Conditions Aerial

A great town has not only a clear center, but a definite edge as well. Because the area from Great Salt Bay School to Route 1 is already zoned for commercial development, a form based code can help steer the ‘look’ of new buildings. Future development should match the more rural character of Damariscotta’s edge, so this stretch of road can be considered a scenic corridor with both an economic and identity value.

To achieve the desire expressed by many citizens, it is critical to address how properties along this stretch are developed. One option is for a land trust to acquire the important viewsheds. Another option is to change the zoning code to require the viewsheds in certain areas while allowing greater development in less visible areas, controlled by design standards.

KEY ELEMENTS OF ILLUSTRATIVE PLAN

- A. Form based code overlay to encourage new development to follow form and materials of traditional New England farm compounds with parking behind.
- B. Connect to larger green space network where possible with bike and pedestrian trails.
- C. Consider turn lanes on Route 1B and Belvedere Road - lots at intersection should be encourage to erect fencing (white is most visible), hedges, or buildings along front property line to give a sense of place.
- D. Two lane street section with bike lanes and groups of street trees. Pathway on one side of street should be minimum 10’ from edge of road and can be more.
- E. Investigate ways to keep property as farm field and continue to use as rummage sale site.
- F. Opportunity for discrete welcome entryway (sign, building) with redo of intersection.
- G. Consider modern roundabout to resolve traffic conflicts and make a more memorable entry.
- H. Encourage new development that is clustered, saves most of the green space and matches typical rural buildings.
- I. Overlay form based code that places already permitted new development at the edges of meadow and woods in materials and forms appropriate to Damariscotta.
- J. Preserve meadow and view either through new form based code or purchase by conservation group.

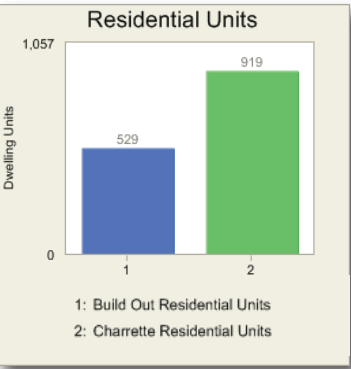


What We Heard

- Desire to preserve rural character of this section of Route 1B.
- Character of new buildings and location of parking.
- Intersection of Route 1 and 1B as prominent entrance to Town.

Priority Design Recommendations

- Consider form based code that creates groups of buildings that match rural character and architecture.
- Consider modern roundabout at Route 1 & 1B for safety and sense of entry.
- Two lane street section with bike lanes.
- Form based code for large properties on Route 1 to preserve significant sections of open space.



Residential Units

The dwelling units indicator reflects the potential number of housing units included in single family, multifamily, and apartment buildings.

Under the “Build Out” condition, residential units

are calculated using the existing ordinance minimum lot standards to determine the number of potential lots which could be built on the parcels identified for residential development. Under the “Build Out” condition, both multifamily and single family housing is created based on current regulations and building patterns.

For the “Charrette” condition, housing units are determined by the buildings in the design, including single family, multifamily, and mixed use apartments above retail and office space.



TRANSPORTATION ELEMENTS OF ILLUSTRATIVE PLAN

- A. Redesign of Route 1 and 1B intersection to minimize conflicts - consider modern roundabout.
- B. Develop strategy for reducing design speed of Route 1B. Consider slower speeds in neighborhood and district centers including Great Salt Bay School, Route 1B and Biscay, Piper Commons, Route 1B and School, and Yellowfront/Rising Tide area.
Elements for slowing speed include three lane sections, turn lanes, medians with trees, on street parking, bike lanes, sidewalks, and street trees as well as form based code that encourage building to come closer to the street.
- C. Develop standards for new roads in Piper Commons and other new projects that minimize the width of asphalt and reduces travel speeds. Consider permeable asphalt lanes and gravel parking areas for residential areas. Sidewalks and paths should also be permeable pavement. In the retail center of Piper Commons, the street section should be more formal, with granite curbs, wide brick sidewalks, and regularly spaced street trees.
- D. Redesign Route 1B and School Street for safer intersection by turning two legs of School ninety degrees to Route 1B. Take advantage of re-alignment to create Civic Green.
- E. Re-align Bristol Road to be ninety degrees to Main Street to create Town Green. Create another green around Tourist building.
- F. Develop Park Once district utilizing all of Downtown for parking as well as satellite lots. Treat all parking lots as beautiful squares that happen to allow parking.



A. Modern roundabout



B. 3 lane section with median



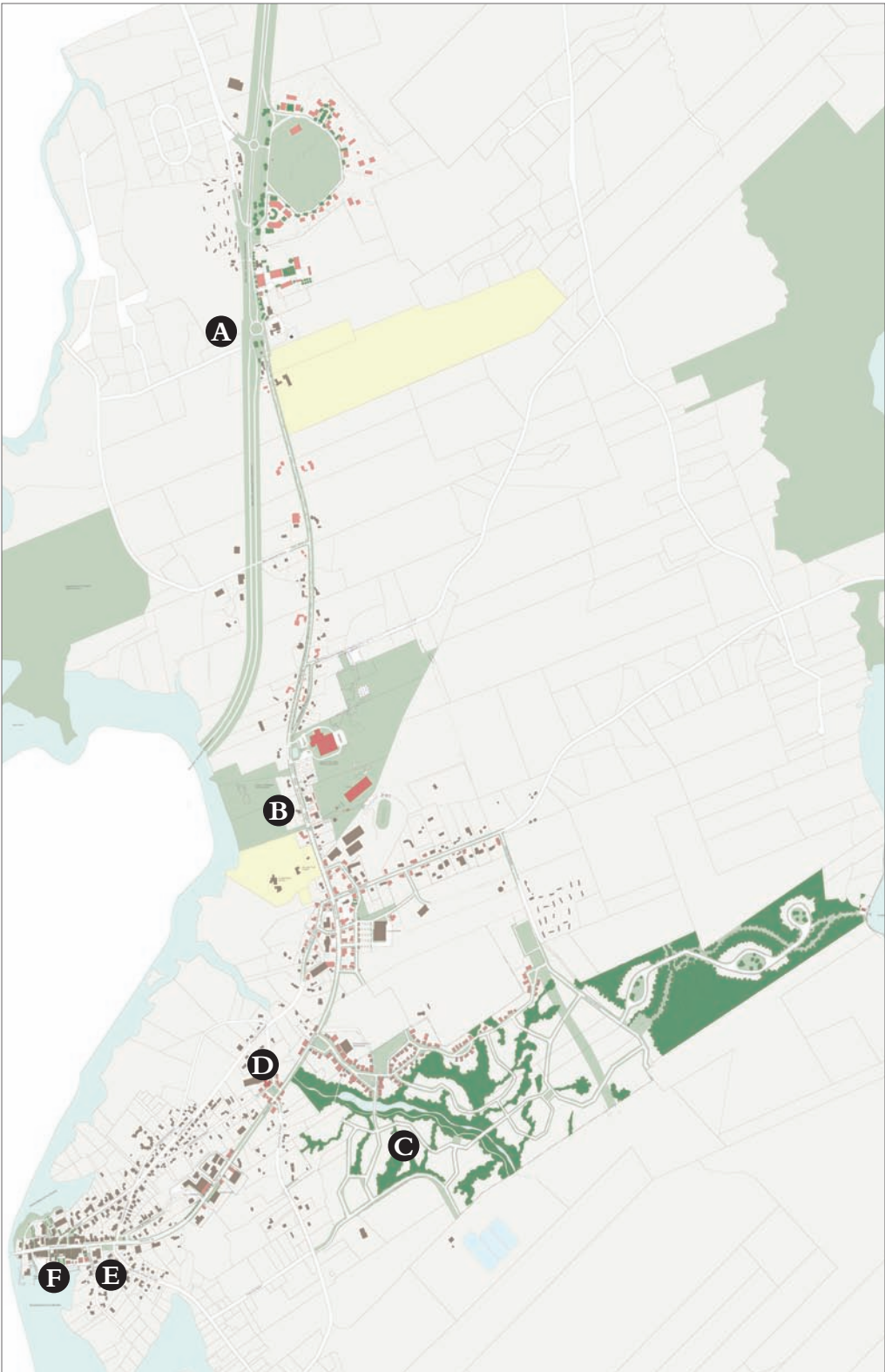
C. Narrow two way street with parking



E. Bristol and Main Town Green



F. Park Once plaza

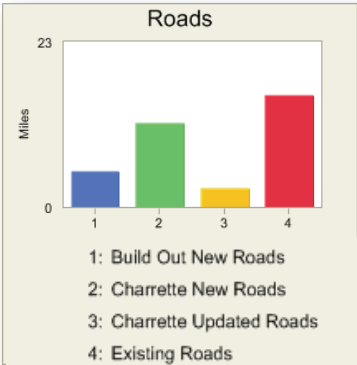


What We Heard

- Make roads safe for pedestrians and bicyclists.
- Improve safety at intersections.
- Need shuttle system from centers.

Priority Transportation Recommendations

- Develop designs for street treatments, adding sidewalks, bike lanes, parking, and medians where needed.
- Intersection improvements at Route 1 and 1B, Biscay and 1B, School Street and Bristol, and Main.
- Develop Park Once with shuttle system.
- Piper Commons to contain slow speed roads with walkways.
- Regional roads should re-route truck traffic away from Downtown.



New & Upgraded Roads

Roads were estimated for the “Build Out” condition using an average length of roads created in existing subdivisions multiplied by the anticipated number of future development lots with more than five new dwelling units.

For the “Charrette” condition, we measured the roads that were proposed as well as the roads that were significantly changed or upgraded.

Overall, there are more roads in the “Charrette” condition because new roads are created to improve connectivity and break up large parking areas in the interest of increased walkability.

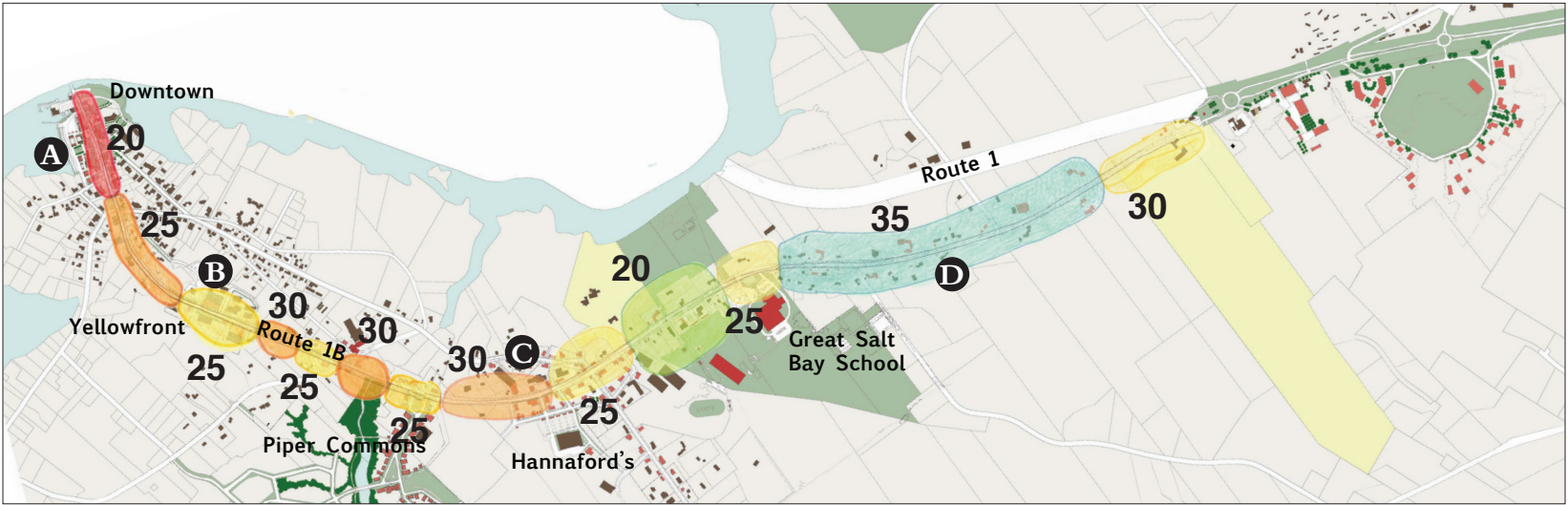


Diagram of speeds/street sections along Route 1B

Concern over safety and walkability along Route 1B can be addressed through a range of treatments, delineated in the street section designs below, among other possible solutions, and applied over time.

The diagram to the left shows a conceptual approach to varying the street design speed of Route 1B through the width of lanes, parking, median, bike lanes, street trees, as well as the distance of buildings from the road (the closer the buildings, the slower the speed of the road). The slowest speeds would be Downtown and centers of activity, such as Yellowfront/Rising Tide, Piper Commons, and Great Salt Bay School. In

between these centers, the roads could be simpler with slightly higher speed, but still safe for bikes and pedestrians.

The street sections and photos below go from left to right based on design speed. These sections should be modified to fit existing conditions and some, such as streets with medians, may only happen at centers like Yellowfront/Rising Tide to control traffic and allow pedestrians to easily cross.

In the more rural section of Route 1B, the section to the far right shows keeping the existing road, with a bike path on one side and a simple walking path on the other.



20 MPH street section - no median, parking, and sidewalks.



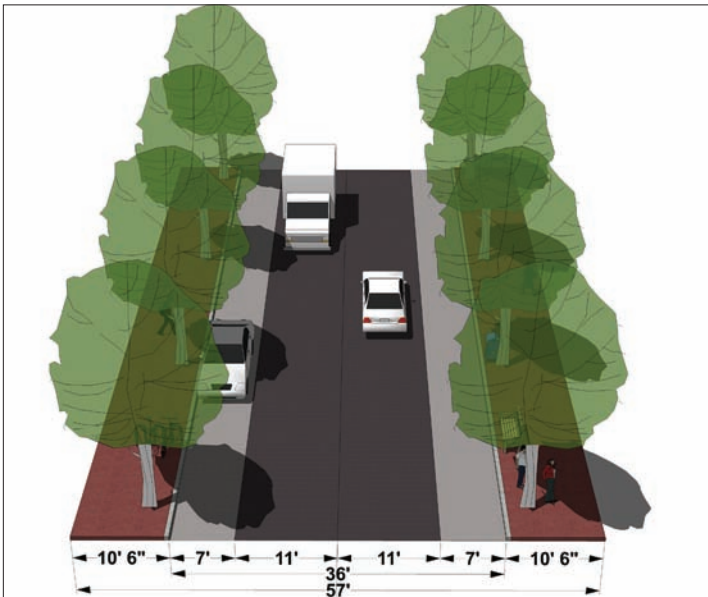
25 MPH street section - median with parking, bike lanes, and sidewalks.



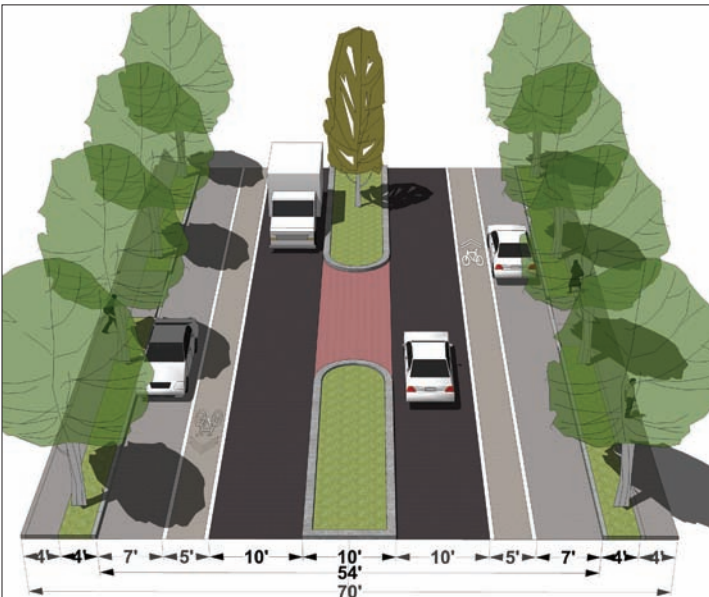
30 MPH street section - median, no parking, bike lanes, and sidewalks.



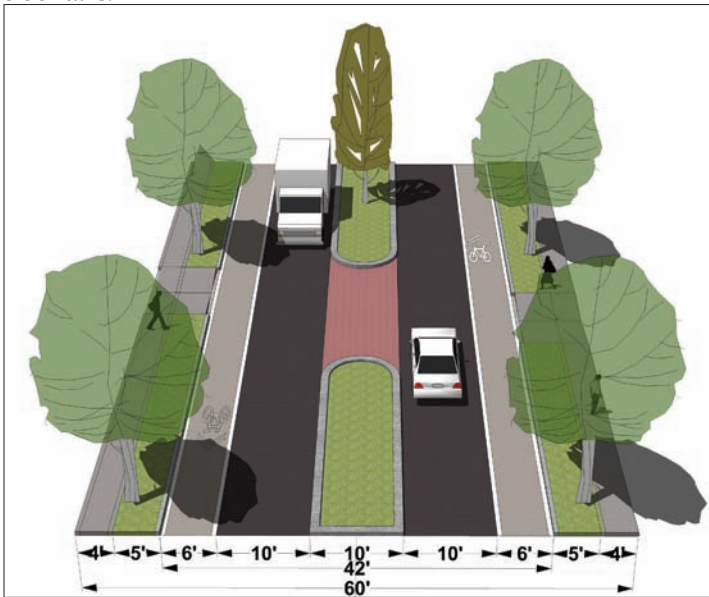
35 MPH street section - no median, no parking, bike path and sidewalk one side.



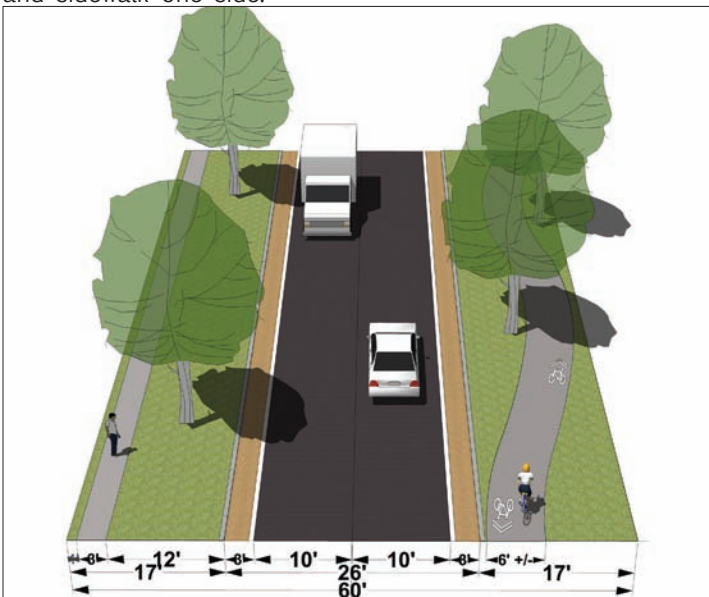
A 20 MPH street section - no median, parking, and sidewalks.



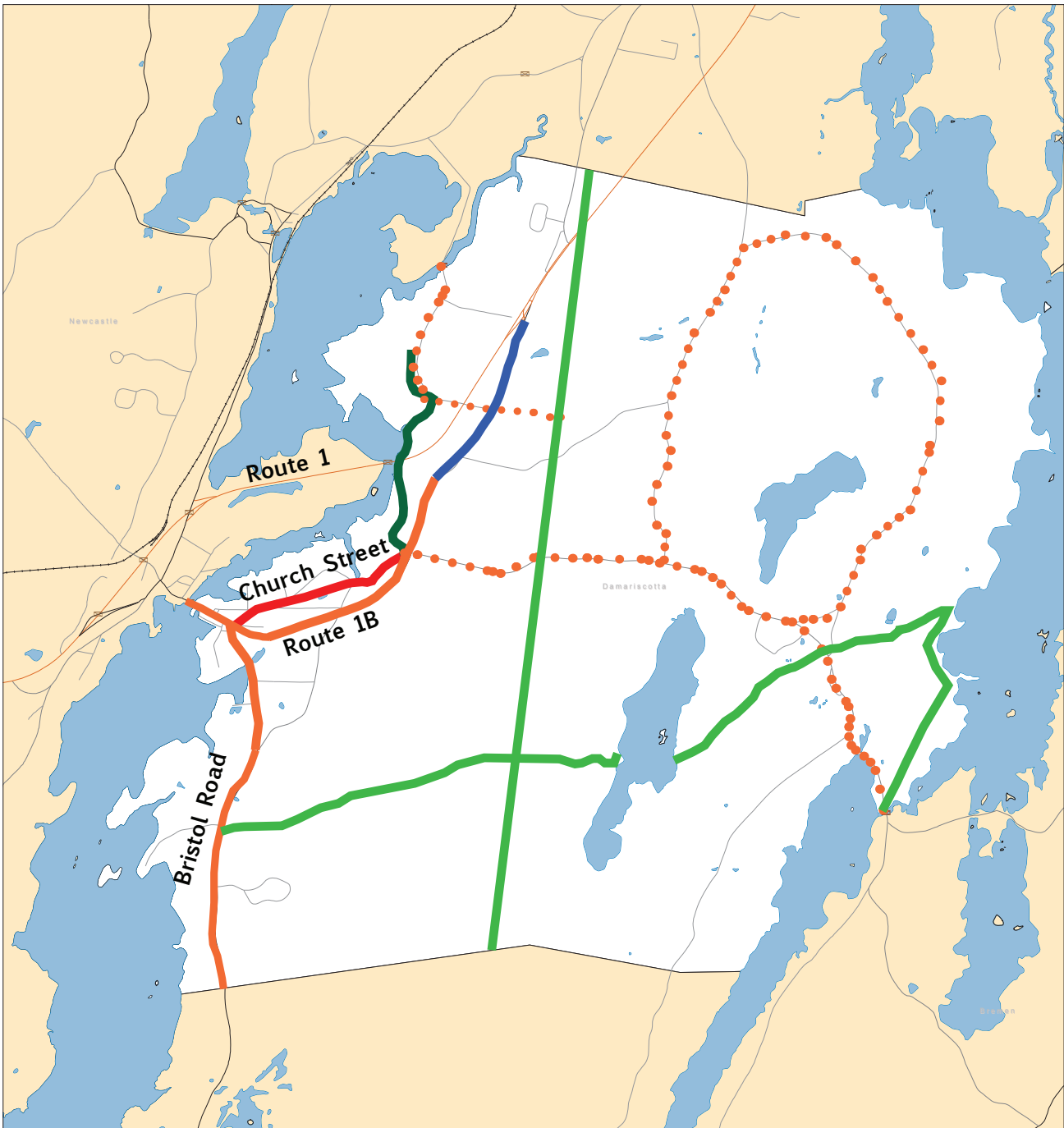
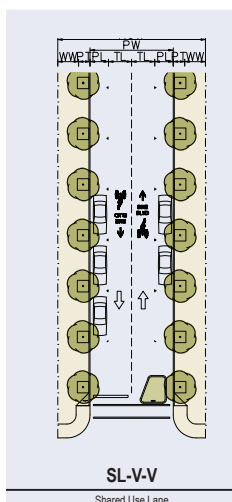
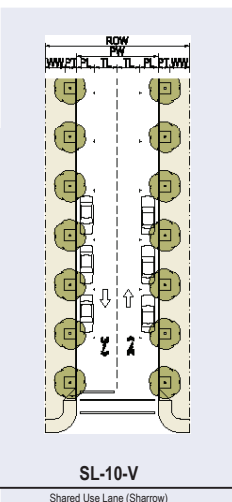
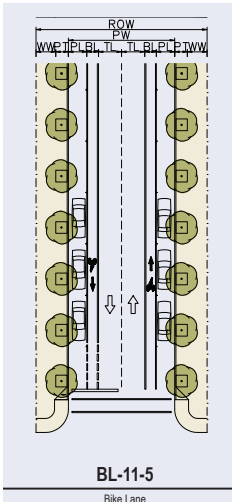
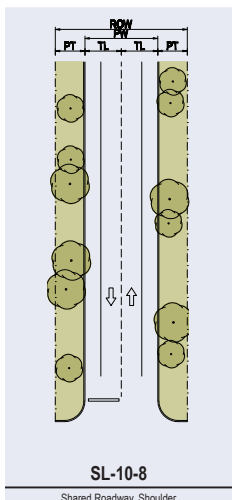
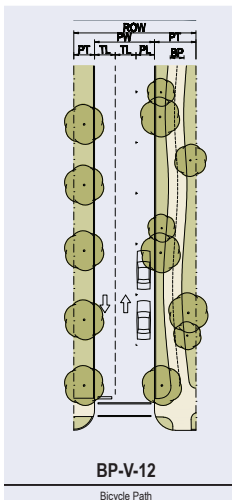
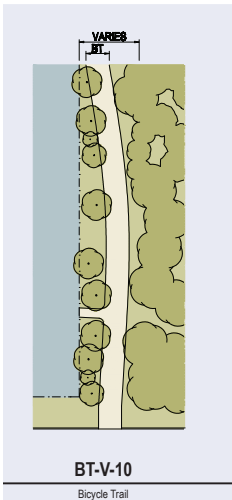
B 25 MPH street section - median with parking, bike lanes, and sidewalks.



C 30 MPH street section - median, no parking, bike lanes, and sidewalks.



D 35 MPH street section - no median, no parking, bike path and sidewalk one side.



Key
On Street Bike Route
Shared Use Lane Marking (Sharrow)
Bicycle Boulevard
Shared Use Path
Shared Use Trail
Bicycle Lane

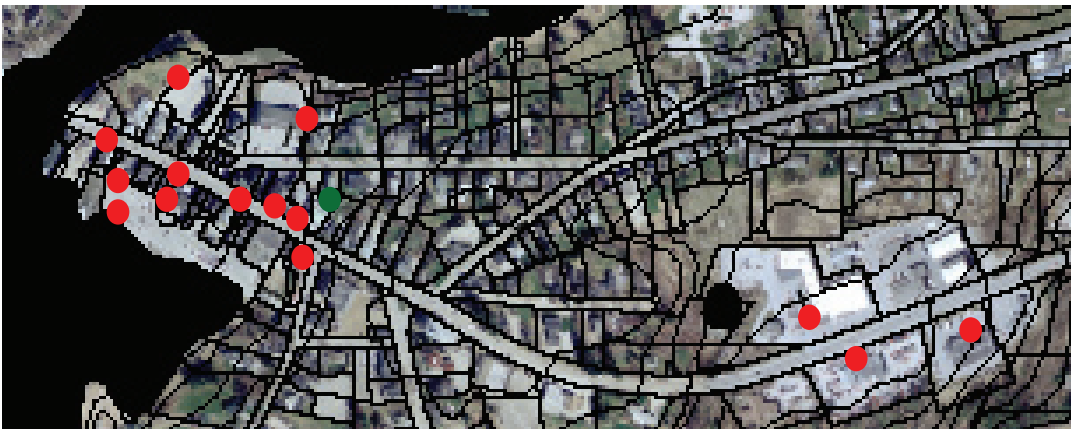


Damariscotta has great potential for increased bicycle use. It is relatively flat, most roads aren't unduly busy, and most areas of Town can be reached in 15 minutes. However, Route 1B, as the major arterial through Town, interrupts and discourages bicyclists' efforts. Therefore, the greatest attention should be put into making this north/south link work for cars, bikes, and pedestrians. Where the speed is slow enough (or too narrow a right-of-way), bikes can share car lanes with 'sharrows' (the bike lane symbol without the lane - lets cars and bicyclists know that the road is to be shared). Otherwise, dedicated bike lanes should be provided.

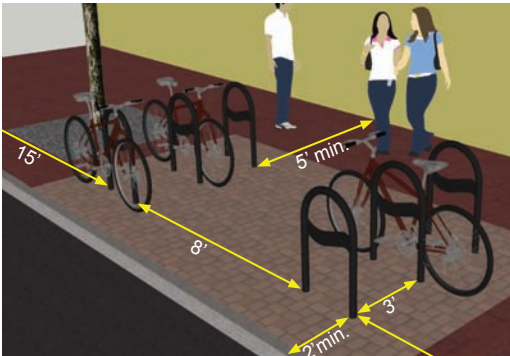
The sections at the far left indicate the range of bikeways from trails through open spaces, paths away from roads, dedicated bike lanes, bicycle boulevards, and sharrows. The map to the left shows the disposition of these types and the connections to more regional networks.



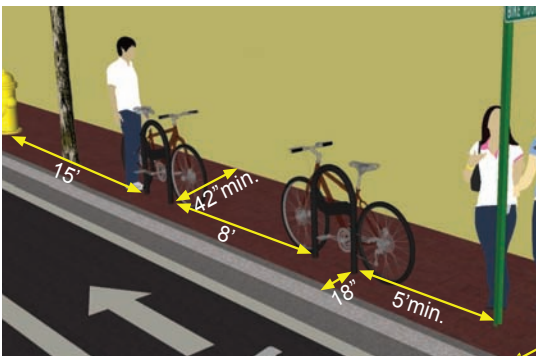
‘Sharrows’ and bike racks in the Downtown.



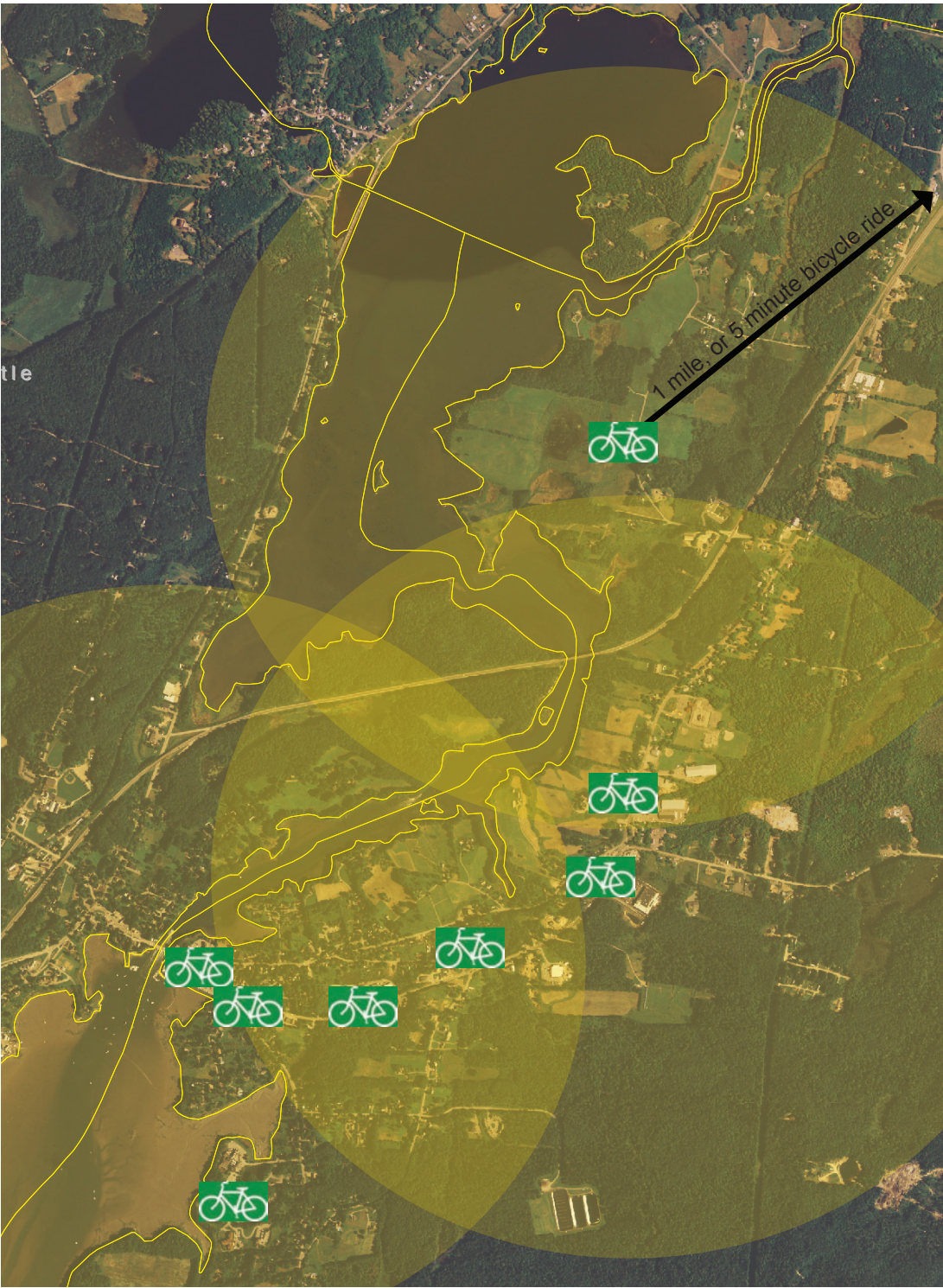
Suggested locations for bike racks.



Dimensions for bike racks on wider sidewalk.



Dimensions for bike racks on narrow sidewalk.



Suggested locations for bicycle parking.

While bikeways are the most visible element within a bicycle network, cyclists must also have safe and convenient places to store their bicycles at trip’s end. Thus, providing bicycle parking and other “end-of trip” facilities is critically important to supporting bicycling as a viable mode of transportation. Solutions range from the basic bicycle rack, to semi-enclosed bicycle shelters, to full bicycle stations that may include attended bicycle storage and repair, showers, lockers, changing rooms, rentals, and even café space.

The Bicycle Parking Plan and Standards are intended to provide all stewards of the Plan with the information needed to improve bicycle parking conditions and, by extension, the Town’s bikeway network.

See the Appendix to review the full Bicycle Parking Plan and Standards.



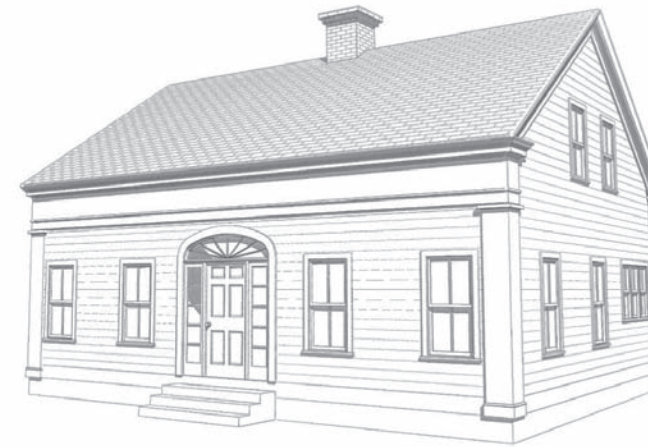
ARCHITECTURE & BUILDING TYPES



Half Cape



Three-quarters Cape



Full Cape

In order to promote the kind of development that reflects the character of Damariscotta, it is important to understand the vernacular architecture. To the left and on the following pages are various building types that all reflect the style of Coastal Maine. This style was generated based on thorough observation of architectural precedent in the Damariscotta area. Some of these building types may not presently exist in Damariscotta, but if designed correctly, could be valuable additions to the community.

A form based code, or form standards, would ensure that these building types are located appropriately on their individual lots and relate well to the street. Additionally, some form based codes contain design standards that delineate material, proportion, details, and sometimes style. These design standards could also be part of the existing code, but should be as objective as possible to make compliance easy.



Duplex or two story single family



Duplex



Rowhouse

The cottage and single family building types can be observed around Damariscotta. The duplex, apartment building, and row house are less common building types that could add variety and meet the need of people with different price points. The kinds of housing shown here could provide high quality, yet low cost, housing that is badly needed within Town.



Cottage



Apartment Building



Live / Work Detached



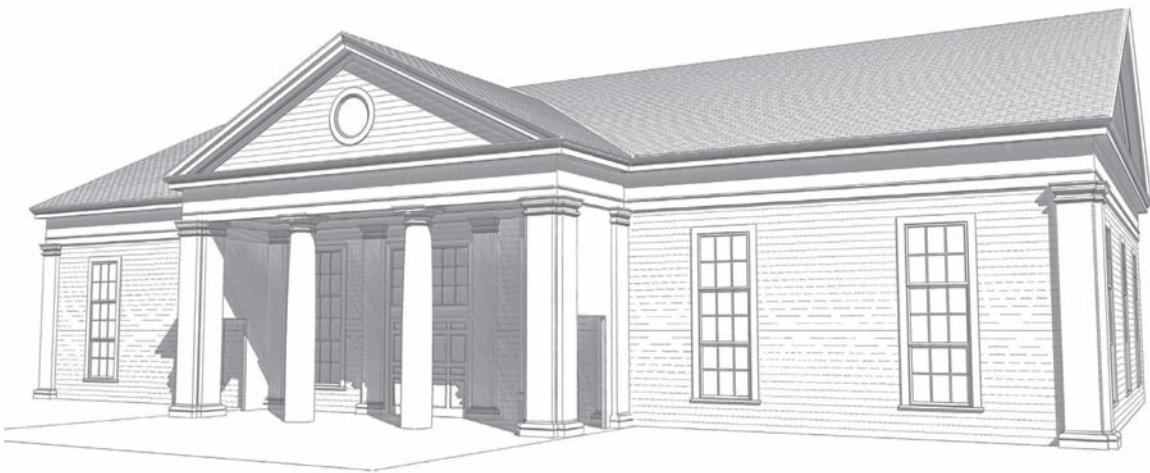
Live / Work Detached



Corner Store

Many fine examples of mixed use buildings can be seen in Downtown Damariscotta. More rare are new examples, often times because of zoning codes. However, many new mixed use buildings are being built under form based codes, and are proving to be very successful.

Buying a house or townhouse, living upstairs, and having a business (retail or professional) is a great way to encourage ‘Mom and Pop’ business that make up the backbone of small towns. By having one mortgage, the owner can afford the work space, while single purpose built retail space is often too expensive for many local businesses.



Town Hall or other Civic Building

Civic buildings should also reflect the architectural heritage of a place, and also clearly communicate their civic function. To the left is an examples of a building that could be located near the Civic Green. This model would work as well for other public buildings, as need arises in the future.



“Community gardens...behind shared back yards.” “Preserve rural character.” “Needs more connected protected open space.” “Park space Downtown.”

OPEN SPACE



LEGEND

- Preserved Areas - already protected
- Reserved Areas - consider protection
- Significant Views - consider protections

There are a number of important open space areas and ecosystems that need to be protected and enhanced:

Wooded Preserves

Encourage the preservation of undeveloped areas of woods over 100 acres to serve the important function of watershed protection and un-fragmented wildlife refuge, both necessarily for two important economic components of Damariscotta economy - oyster farming and sportsmen.

Watersheds

Little Pond: Already protected watershed provides the Town with clean drinking water.

Paradise Pond: A very shallow pond sensitive to disturbance such as algae blooms. Needs additional protections, such as prohibitions of fertilizers and pesticides, and strict compliances with standards for septic fields and runoff from developed areas. It is recommended to classify this pond for non-motorized boats only.

Biscay Pond: A Town beach is located off Biscay Road.

Castner Creek: Runs through a large area of undeveloped woods before entering Piper Commons. An existing historic mill pond dam and walking trails could easily enhance the Piper Commons neighborhood and contribute to the overall open space network. The creek passes through a culvert under Route 1B before it outlets into the Damariscotta River.

Rural Reserve - Farmland including Round Top Farm

These cultural landscapes are highly valued for their scenic views and preserve and define the historic character of Damariscotta. Preserving these landscapes through conservation easements as working landscapes should be strongly encouraged.

What We Heard

- Need more playgrounds.
- Protect Paradise Pond with ‘no wake’.
- Downtown needs greens.

Priority Open Space Recommendations

- Work towards creating an interconnected greenway/open space network comprised of wooded preserves, farms, bikeways, walking and ski-mobile trails, community gardens, neighborhood parks, and greens.
- Continue to secure conservation easements that protect watersheds, scenic views, and provide safe alternative routes away from busy roads to meet community needs for outdoor recreation, education, the arts, tourism, and agriculture.
- Use easements to create safe routes to schools with bike and walking trails.

Community Supported Agriculture (CSA's), Maine Farmland Trust, and community gardens are potential vehicles for protecting farmland from development.

Trail System

This includes the north/south powerline easement as well as a possible link along the Dodge property from Paradise Pond to the Damariscotta River. This is an important link in the trail system which will help provide safe routes to school and link regional bike and ski mobile trails with local trails.

FOOD PRODUCTION



Oyster Beds



Farm



Community Gardens



Kitchen Gardens



Herb Gardens in Window Boxes

NATURAL PRESERVE

A

RURAL RESERVE

B

NEIGHBORHOOD EDGE

C

NEIGHBORHOOD GENERAL

D

NEIGHBORHOOD CENTER

E

FOOD DISTRIBUTION



Oysters from the Boat



Farm Stand



Farmers Market



Organic Local Produce



Flower Sales

Food Production and Distribution from Rural to Urban

Open space can be saved as a working landscape. This requires a range of places to produce food and places to sell and consume food.

Local agriculture, aquaculture, animal husbandry and other productive uses of the land should be encouraged and protected and linked with the everyday life of the Town.



Suggested locations for additional community gardens and CSA's:

- Near the elementary school off Back Meadow Road.
- At the proposed Village Farm.
- At the Phillips fields and at the crossroads of Route 1 and Route 1 B. Combined with the Phillips fields, this agricultural component would establish the historic and cultural character at the gateway to Town.
- Off Bristol Road on the peninsula south of the Hospital.

Route 1B:

- Mitigate commercial development with landscape standards that screen parking, add canopy trees, and meet light imprint stormwater management strategies.

Neighborhood Parks:

- Additional new playgrounds proposed at the Stables Gallery/ Town History Museum of Water Street.
- Field and tot-lot off School Street behind Rising Tide Market.
- New Town greens in Piper Commons and existing Town Hall.
- Pavilions and park in the area north of Main Street next to the Damariscotta River

“Are you getting what you want out of your zoning?” - “No”

Question posed to Town Staff and Boards during a charrette focus meeting.



Diagram of some of the plan differences between form based codes (top), and conventional use based codes (bottom). Both contain the same uses, but the form based plan is interconnected, mixed use, and places buildings to create walkable streets and squares.

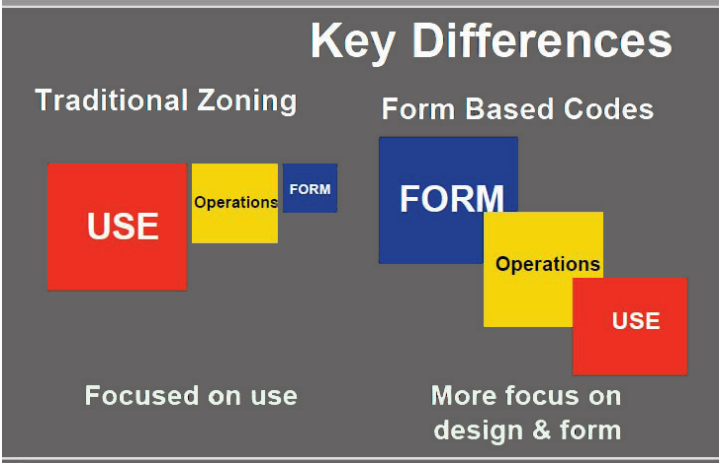
The primary implementation obstacle contained in the present Damariscotta regulatory system is the rather conventional nature of the Land Use and Subdivision ordinances. By their nature, the Land Use and Subdivision ordinances are, reactive to individual proposals, like many conventional zoning systems.

Because the Town’s existing regulations are primarily focused on regulating use, rather than form, the vague nature of most of the standards that relate to the form and placement of improvements requires an applicant to speculate about the site design the Town is seeking. This leads to uncertainty in outcome from the perspective of both applicants and decision-making bodies.

As a result, the Town is less likely to get the form of development it desires and it often requires an extended review process to guide the applicant toward changes that generally approximate, but usually fall short of, a design that the community is seeking. This lack of certainty may discourage some applicants from pursuing development in Damariscotta and leaves the Town dissatisfied with the development that does occur because it doesn’t reflect what the community wants.

Another way Damariscotta regulates development is through its Site Plan Review Ordinance, which has been amended over time. The mechanisms contained in that ordinance, however, can also create substantial uncertainty due to reservation of significant discretion by the Planning Board. The intent of the regulations is fine, but the standards are generally not measurable. Standards about the desired form of the development should be more specific, so the applicant can be informed about what the Town is seeking.

According to Town Staff and Board members asked during the charrette, the current ordinances do not result in the type or form of development that reflects their desires and goals for the community.



DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

THE FORM BASED APPROACH AS AN ALTERNATIVE

Given general dissatisfaction with the result on the ground based on conventional regulations such as those in Damariscotta, local governments around the country are increasingly turning to an alternative method of land development regulation. This method, known as a form based code, is a particularly efficient and effective way to translate the ideals of an Illustrative Plan (achieved through consensus) into regulations. The focus of a form based code is primarily on the creation of places, rather than on the creation of individual buildings and regulation of uses; thus, its aim is to ensure development that is compact, mixed use, and pedestrian-oriented. In contrast to conventional land development regulations, form based codes focus on public spaces – including streets – shaped by individual private buildings. More information on this technique can be found at www.formbasedcodes.org and www.smartcodecentral.com.

A form based code is a land development regulatory tool that places primary emphasis on the physical form of the built environment with the end goal of producing a specific type of “place”. The fundamental principle of form based coding is that how a building relates to the street (public realm) is more important than use. Simple and clear graphic prescriptions for building height, building placement, and building elements (such as location of windows, doors, etc.) are used to ensure development respects the street. Land use is not ignored, but regulated using broad parameters that can better respond to market economies. In some cases, specific uses may be prohibited or specific mixes or percentages of types of uses (e.g., residential, commercial, open space, etc.) may be required.

									
a. ALLOCATION OF ZONES per community (applicable to Article 3 only)									
HAMLET requires		50% min T1 and/or T2		10 - 30%		20 - 40%		not permitted	
b. BASE RESIDENTIAL DENSITY (see Section 3.8)									
By Right		1 unit / 20 ac. avg.		varies by building type		varies by building type		varies by building type	
Other Function (Article 3 only)		by Variance		varies by building type		varies by building type		varies by building type	
c. BLOCK SIZE									
Block Perimeter		no maximum		no maximum		no maximum		no maximum	
d. THOROUGHFARES (see Table 3A and Table 3B)									
DR		not permitted		not permitted		permitted		permitted	
ST		not permitted		not permitted		permitted		permitted	
RD		permitted		permitted		permitted		not permitted	
Rear Lane		permitted		permitted		permitted		not permitted	
Rear Alley		not permitted		not permitted		permitted		required	
Path		permitted		permitted		permitted		permitted	
Passage		not permitted		not permitted		permitted		permitted	
Bicycle Trail		permitted		permitted		permitted		not permitted *	
Bicycle Lane		permitted		permitted		permitted		permitted	
Bicycle Route		permitted		permitted		permitted		permitted	
e. CIVIC SPACES (see Table 10)									
Park		permitted		Civic Space types not regulated by context		Civic Space types not regulated by context		Civic Space types not regulated by context	
Green		not permitted		not permitted		not permitted		not permitted	
Square		not permitted		not permitted		not permitted		not permitted	
Plaza		not permitted		not permitted		not permitted		not permitted	
Playground		permitted		permitted		permitted		permitted	
f. LOT OCCUPATION									
Lot Width		N/A		100 or 150 ft. min		80, 90 or 100 ft. min		45 ft. min 120 ft. max *	
Lot Coverage		N/A		25% max		25% or 30% max		40% max *	
g. SETBACKS - PRINCIPAL BUILDING									
Front Setback (Principal)		N/A		30, 40 or 100 ft. min		15 or 30 ft. min		18 ft. min 50 ft. max	
Front Setback (Secondary)		N/A		10 or 25 ft. min		7, 10, or 30 ft. min		12 ft. min	
Side Setback		N/A		30 or 100 ft. min		30 or 50 ft. min		24 ft. min	
Rear Setback		N/A						N/A	
Frontage Buildout		N/A							
h. SETBACKS - OUTBUILDING									
Front Setback		N/A		10, 15, 20 or 50 ft. min		7, 15, or 20 ft. min		20 ft. min +bldg setback	
Side Setback		N/A		10, 15, 25 or 50 ft. min		10, 15 or 30 ft. min		10 ft. min	
Rear Setback		N/A							
i. BUILDING PLACEMENT (see Table 6)									
Edgeyard		permitted		Building Placement type not regulated by context		Building Placement type not regulated by context		Building Placement type not regulated by context	
Sideyard		not permitted		not regulated by context		not regulated by context		permitted	
Rearyard		not permitted		not regulated by context		not regulated by context		not permitted	
Courtyard		not permitted		not regulated by context		not regulated by context		not permitted	
j. PRIVATE FRONTAGES (see Table 4)									
Common Yard		N/A		not regulated, regardless of context		not regulated, regardless of context		not regulated, regardless of context	
Porch & Fence		N/A		not regulated, regardless of context		not regulated, regardless of context		not regulated, regardless of context	
Terrace or Dooryard		N/A		not regulated, regardless of context		not regulated, regardless of context		not regulated, regardless of context	
Forecourt		N/A		not regulated, regardless of context		not regulated, regardless of context		not regulated, regardless of context	
Stoop		N/A		not regulated, regardless of context		not regulated, regardless of context		not regulated, regardless of context	
Shopfront & Awning		N/A		not regulated, regardless of context		not regulated, regardless of context		not regulated, regardless of context	
k. BUILDING HEIGHT (see Table 8)									
Principal Building		N/A		35 ft. max		35 ft. max		35 ft. max	
Outbuilding		N/A		25 ft. max		25 ft. max		25 ft. max	
l. BUILDING FUNCTION (see Table 7 & Table 9)									
Residential		N/A		no mixed use buildings allowed by right		no mixed use buildings allowed by right		no mixed use buildings allowed by right	
Lodging		N/A		no mixed use buildings allowed by right		no mixed use buildings allowed by right		no mixed use buildings allowed by right	
Office		N/A		no mixed use buildings allowed by right		no mixed use buildings allowed by right		no mixed use buildings allowed by right	
Retail		N/A		no mixed use buildings allowed by right		no mixed use buildings allowed by right		no mixed use buildings allowed by right	

The table above demonstrates the dimensional differences between Jamestown, Rhode Island’s former zoning ordinance and the new approved form based code.

PROS AND CONS OF
CONVENTIONAL AND FORM BASED CODES

CONVENTIONAL CODES	FORM BASED CODES
Pros	Pros
Familiar system to understand and implement	Allows mixed use by right
Few gray areas about allowable uses – uses are generally predictable	User-friendly with graphics and illustrations
	More efficiently plans and uses public infrastructure – water, sewer, roads, etc.
	Clear standards so design/form is predictable and meets community goals
	Focuses on quality of public realm – public gathering places, engaging streetscapes
	Quicker review process
Cons	Cons
Vague standards for placement and form of development	Requires more upfront planning (charrettes, public input, etc.)
Hinders the creation of mixed use development	New approach
Often results in economically inefficient development – mismatched development of public utilities and transportation systems resulting in inefficient use of public facilities from leap-frogged development and sprawl	Represents change
Rarely produces improvements in the public realm – public gathering places, engaging streetscapes	Little control over uses unless specify prohibited uses or establish proportion of types of uses in advance.
Often produces isolated, single-use lots, excessive setbacks and parking, and, because of separation of uses, an increased dependence on automobile use	Developers / landowners must learn a new way of conducting business.
Slower review process	

Given the varying character of different areas in Damariscotta and the degree to which they are positioned to attract small or large-scale development proposals, the charrette team recommends a combination of methods of applying a form based approach to specific parcels in Town. A tailored system like this is contemplated in Section V(B)(1)-(3) of *Creating Traditional, Walkable Neighborhoods: A Handbook for Maine Communities* (Maine State Planning Office, July 2009), where the concepts of “Neighborhood Development Districts” are discussed.

The charrette team does not recommend the adoption of form based codes townwide. Nor does the team recommend adjusting standard in existing zones to create a so-called “hybrid” zone that continues the focus on use with the addition of more specific design standards within the conventional structure of the zone. Rarely have such “hybrids” proved successful in creating the desired form of development. Given the conventional nature of the Damariscotta Land Use and Subdivision ordinances, implementation would likely require the creation of a new zone or zones, rather than “surgical” repair of the existing regulations.

The decision about whether to adopt a new mapped form based code, overlay, or floating zones for one or more of the focus areas depends on the level of comfort the Town will have with requiring conformance to very specific standards.

If the Town is not ready to replace its current use-based zones, it could provide the option of developing in the desired form through an overlay or floating zone, assuming that most developers might prefer to meet the standards of the overlay or floating zone because it could allow increased development intensity and a streamlined permitting process.

It may be most appropriate to adopt a mix of approaches; for example, a floating or new mapped zone

for Piper Commons to test / inform how a form based code zone might apply to Downtown or Route 1B. The ordinance could establish a framework to land the zone, standards for a street network, and reserve areas to address later on. Piper Commons would have to prepare a “regulating or framework plan” that reflects the design in the Illustrative Plan in order to anchor the floating zone. Once the Town was satisfied with the details, the area would be rezoned. If the Town was not satisfied with the proposed plan, it would not rezone the property.

In the meantime, the Town might adopt overlay zones for Downtown and 1,000 feet back from the centerline of Route 1B to increase options for new development, The overlay zone would include very specific standards that reflect the Illustrative Plan. Applicants would prefer the overlay over the underlying zone because, though it includes far greater prescriptive standards, it presumably would gain advantages of mixed use being permitted, increasing density or intensity of use, and a quicker, more predictable review process.

At a minimum, the charrette team recommends that the Town adjust land use districts, street standards, the location of and conflicts in traffic and parking standards, and landscaping requirements to better reflect elements of the Illustrative Plan.

A form based code depends on delegated discretion. The existing ordinance has a lot of discretion. An amended one is likely to have less because it will create standards that reflect what you want upfront in exchange for reduced flexibility in administration. Procedures will reflect what the Town is comfortable with, which may include staff committee, planner review, or other options.

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

APPLICATION OF A FORM BASED APPROACH IN DAMARISCOTTA

The following is a description of one way a regulatory system tailored to the various focus areas might be applied.

Downtown could have an overlay zone that reflects the details of the Illustrative Plan generated in the charrette.

Route 1B Nodes. Each node could have its own mapped or overlay zone to reflect the functional differences in the nodes and details of the Illustrative Plan generated in the charrette.

Route 1B, open areas between nodes could be preserved with a new open space zone and/or through strategies to acquire property, development rights, and/or conservation easements to enable open space preservation without adversely affecting the existing landowners. (See Next Steps – Potential Funding Mechanisms).

Piper Commons. A variant on a floating zone could be the preferred approach for this area of commercial, industrial, mixed use, compact residential, and low intensity residential uses in an uncertain real estate market place. Unlike the standardless regulations presently embodied in the Planned Unit Development section of Damariscotta’s zoning regulations, this type of floating zone would provide a relatively limited, but flexible, “kit of parts” that would be applied over time, based on an approved regulating plan. Once the area was rezoned, this type of approach would not require the developer to “front load” its plan submission with many details that will need to be amended as the market place changes, but would establish the overall concept or framework for development of the Piper Commons neighborhood over time.

Whatever mechanism is chosen, implementation success is tied to three overarching tenets:

1. To the extent practicable, the regulations should not look and function so differently from the existing ordinances as to attract negative criticism on that ground alone.
2. The regulations and mapping should contain a degree of flexibility to account for changing real estate development market conditions over time.
3. The procedures applicable to individual development proposals should contain clearly described and streamlined administrative approval mechanisms.

Adoption of a form based code would provide the Town with a simpler and quicker review process which results in development that is more in keeping with the form and character desired by the Town. Changing nothing in the Town’s ordinances is likely to result in the type of sprawling development that is described in Section A of this charrette report.

Comprehensive Plan

Whichever regulatory approach the Town pursues, under state law, it will need to provide its legal basis in its comprehensive plan which the Town is currently considering updating.

If Damariscotta wants to amend its land use regulations relatively quickly, the simplest approach is to amend the existing comprehensive plan to support those regulatory changes at the same time it adopts the amended regulations. If, however, the Town chooses to adopt amended regulations more slowly, the new or updated comprehensive plan should be drafted to include the outcome of the charrette, its recommendations, and refinements of the Illustrative Plan.



Above is the regulating plan created for Jamestown, Rhode Island, with the Sub-Urban Zone indicated in light purple, and the Urban Center Zone indicated in dark purple. The natural and rural areas are shown in green. This zoning map has replaced the former use based zoning map.

DEFINITIONS OF FORM BASED ELEMENTS

Mapped Zone – A specifically delineated area or district in a municipality within which uniform regulations and requirements govern the use, placement, spacing, and size of land and buildings.

Floating Zone – An unmapped zoning district where all the zone requirements are contained in the ordinance and the zone is fixed on the map only when an application for development meeting the zone requirements is approved. In Damariscotta’s case, the zone requirements might require the landowner/developer to provide a “regulating plan” that will guide development of the site.

Overlay Zone – A zoning district that encompasses one or more underlying zones and that imposes additional requirements beyond those required for the underlying zone. Overlay zones deal with special situations that are not appropriate to a specific zoning district or that apply to several districts.


Regulating Plan – The map or plan in a form based code that shows streets and public open spaces and designates where various building form standards will apply. A regulating plan helps translate an Illustrative Plan into place-specific development regulations.

Underlying Zone – Used in conjunction with an overlay zone, this term refers to the zone or district that is established in a community’s zoning ordinance.

Definition of icons used in “Values” column in following table.

	We Live Locally
	We Work Locally
	Where Culture and Nature Meet
	We are an Involved Community
	The Town is Accessible
	There is a Sense of Community

The Town’s Geographic Information System (GIS) may be useful in implementing some of the strategies in the following table. Notations in the Column labeled “GIS” indicate whether GIS would be:

H	M	L
		
very helpful	moderately helpful	or somewhat helpful

as the Illustrative Plan is implemented.

Definition of terms used in column labeled “Timeline” in following table.

- Near term - 1 to 3 years
- Mid term - 4 to 10 years
- Long term - more than 10 years

Legend for abbreviations used in column labeled “Players” in the following table. Please, note that the first player, which is underlined, is anticipated to take the lead in implementing this strategy.

- A - Damariscotta arts organizations
- CC - Country Charters
- CEI - Coastal Enterprises, Inc.
- DPAC - Damariscotta Planning Advisory Committee
- DRCC - Damariscotta Region Chamber of Commerce
- DRA - Damariscotta River Association
- DRBA - Damariscotta Region Business Alliance
- EDC - Economic Development Committee (proposed new committee)
- GEN - Genesis Fund, Inc.
- GSBS - Great Salt Bay Community School
- HD - Highway Department
- LCEDO - Lincoln County Economic Development Office
- MeDOT - Maine Department of Transportation
- Miles - Miles Memorial Hospital
- PB - Planning Board
- PCom - Piper Commons
- PC - Police Chief
- PTA - Parents Teacher Association
- SB - Select Board
- Schools - Great Salt Bay and Lincoln Academy
- SG - Spectrum Generations
- TM - Town Manager
- TP - Town Planner
- VCC - Volunteer Coordinating Committee (new)
- Y - YMCA

This section of the charrette report is intended to provide a road map for accomplishing the goals of the Illustrative Plan, described in Section D, which focuses primarily on design recommendations. It includes goals and implementation strategies, whether related to community organizing, policy and regulation, design, or investment. It is assumed that the public and landowners/ developers will be involved in reviewing, discussing and, in some cases, implementing these strategies.

In general, there are four types of implementation strategies:


















- **Regulations** – prepare new/revised codes
- **Government actions** – prepare plans for and invest in physical improvements
- **Volunteer efforts** – engage the community, continue to oversee implementation, and undertake special projects
- **Landowner/developer coordination** – continue to work with landowners/developers to ensure buy-in and support of the community’s vision

Most of the goals and strategies in the following tables are organized into the three geographic areas focused on in the charrette. Strategies that are relevant to all three areas are described first. Following the tables are a general summary of DPAC’s 2010 Work Plan (included in the Appendix of this report), potential financing mechanisms, and relevant issues related to the Town’s comprehensive plan.














*Please, note that a strict reading of some of the following goals may suggest a conflict (e.g., build vs protect). As with any policy document, there are occasional trade-offs or adjustments that will need to be made in specific circumstances to balance competing goals.

This section is intended as a stand-alone resource to be actively used and evolve over time

A = Area-wide


































	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
A1	Respect environmental resources and encourage access to them.	Adopt a guiding philosophy of preservation, stewardship, and connection that respects environmental resources and constraints (shorelines, streams, wetlands, ponds, significant habitat, etc.) and encourages pedestrian access to them, when appropriate.	Near term. Start now	TM, DPAC, SB, DRA, PB	H 	
A2	Preserve scenic views.	Modify municipal regulations to preserve scenic views of the river, ponds, streams, and key properties, balancing this requirement with other goals above and below.	Near term/ ongoing Start now	TM, SB, DRA, PB	H 	
A3	Preserve and expand working waterfronts and landscapes.	Encourage the continuation and, where possible, expansion of working waterfronts and working landscapes (fishing and farming) and connections to community (farm to markets like schools and the hospital, farm to community gardens, etc.). Ensure that municipal regulations do not prevent water related businesses along the water. Encourage schools and large businesses to use locally grown foods.	Near term/ ongoing Start now	SB, PB, TM, TP	L 	 
A4	Ensure that residents have ready access to playgrounds, playing fields, and community gardens.	Create community playgrounds, playing fields, and gardens, particularly in close proximity to residential neighborhoods.	Mid term	DPAC, SB, TM, PB, SG	M 	
A5	Optimize volunteer efforts in community initiatives.	Create a coordinating mechanism to link volunteers with community initiatives, estimate the number of hours needed for various tasks, and serve as a central clearinghouse. Encourage intergenerational linkages and opportunities. Use natural boundaries of different community groups to involve them in areas where they have expertise and/or interest. Inventory available talents and skills, estimate the number of hours necessary to complete tasks and seek input on where groups can lend talents. Use various organizations' email lists to inform groups. Add emails to DPAC master list. Initially contact people and groups to ask if they would like to serve on a committee and/or work on a project in the future. Encourage different people to host small meetings (10-15 people) in various areas of the community. Present at different organizations' monthly meetings. Engage LCTV as a core group to share information with and engage the community. Establish a regular newspaper column to inform, rally volunteers and supporters, track progress, and celebrate successes.	Near term Start now	DPAC, SG, Y, Schools, Miles	H 	
A6	Increase walking and biking and less dependence on motorized vehicles.	Adopt a guiding philosophy of pedestrian first/park once and plan for vehicles, bikes, and pedestrians. Adjust municipal regulations to require sidewalks and bikeways for areas that conform to the standards proposed in the bikeway plan (see below and Appendix).	Near term Start now	TM, SB, DRBA, DRCC, PB, TP	H 	
A7	Increase bicycling and less dependence on motorized vehicles.	Post on street bike routes and mark shared use lanes (sharrow). Create a bicycle boulevard on Elm and Church streets as well as shared use paths, trails, and lanes. Provide and require accommodations for bike parking.	Mid to long term	TM, SB, TP, HD, DRA		
A8	Improve access to Downtown and other parts of community via sidewalks and trails.	Link Downtown to other parts of community and to each other (schools, Route 1B, hospital, Whaleback Middens, Round Top Farm, etc.) via continuous sidewalks and on and off-road bicycle and pedestrian trails. Provide crosswalks at key locations.	Mid to long term	TM, SB, TP, HD, DRA	M 	 

(Continued on next page)

	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
A9	Manage trucks that travel through Town to other communities to reduce impacts on Downtown.	Work with nearby communities, as well as key businesses and their suppliers, to advertise the use of Route 1B north of the Downtown. Investigate posting the southern entrance to Route 1B as “no through trucks”, except for local deliveries.	Mid term	TM, SB, DPAC, MeDOT, DRBA, DRCC	L 	 
A10	Create a shuttle bus and remote parking system to reduce congestion.	Create/take advantage of off-site parking (at schools, etc.) with a shuttle bus system that circulates among remote parking areas and key Downtown and Route 1B locations. Manage employee parking during the summer season. Assess the feasibility of establishing a shuttle bus system to nearby communities like Bristol, Jefferson, and Newcastle, to bring shoppers to Damariscotta during the summer.	Near to mid term	DRBA, DRCC, TM, PC, PB, TP, CC, SG		 
A11	Help visitors and shoppers find local businesses and attractions.	Prepare and distribute a map and add signage to Downtown to enhance wayfinding – to businesses, parking, key natural areas, walking and biking trails, and other attractions.	Near to mid term	DPAC, DRBA, DRCC, HD, TP	M 	 
A12	Calm traffic at key intersections and create community gathering spaces and focal points.	Use “square-about” ¹ , roundabouts, and greens to calm traffic at key intersections (near Baptist Church, Visitor’s Center, Church Street, School Street, etc.) and create community gathering spaces and focal points.	Mid to long term	TM, SB, TP, HD, PC		 
A13	Address parking needs while reducing the impact of parking lots on the character of the community.	Amend municipal regulations to require parking lots to be located to the side or rear of buildings, prominently focusing the public view on buildings oriented parallel and close to the street in new construction or substantial renovation/expansion of existing sites. Break up existing large parking fields with new roads that create blocks for new, smaller buildings and on street parking.	Near term Start now	SB, PB, TP, DPAC, TM		
A14	Expand economic opportunities.	Create an Economic Development Committee and undertake a more comprehensive market assessment.	Near term Start now	SB, VCC		
A15	Optimize volunteer efforts.	Create a Volunteer Coordinating Committee to coordinate volunteers from non-government organizations.	Near term Start now	SB, VCC		





















¹ A “square-about” is similar to a roundabout, but has a larger and more rectangular center island. The geometry of the corners of the square is the same as the radius of the roundabout. A roundabout is a one-way, circular roadway around a curbed central island that guides circulating traffic. It usually has flared approaches to allow multiple vehicle entry.

D = Downtown

	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
D1	Implement the Illustrative Plan	Amend municipal regulations to encourage and allow the goals below. Consider adopting a form based code and adjust the zoning code accordingly.	Near term Start now	SB, PB, DPAC, TP, TM	H 	     
D2	Encourage compact, walkable development.	Amend municipal regulations to eliminate minimum lot size and frontage requirements, except as required by Shoreland Zoning Ordinance, in the Commercial 1 District.	Near term Start now	SB, PB, DPAC, TP, TM	H 	 
D3	Encourage compact, walkable development.	Maintain or create a pattern of sidewalks, shade trees, shallow building setbacks from the street, and mixed uses. Sidewalks should be brick ² with width varying to fit available space, preference of 8' minimum and no maximum width. Given space limitations, it is unlikely that a continuous esplanade/planting strip with shade trees can be provided. Plant shade trees where possible. Provide granite curbs.	Mid to long term	TM, SB, TP, HD	L 	 
D4	Create workforce housing and mixed income/intergenerational buildings and neighborhoods.	Amend municipal regulations to encourage a mix of housing options from apartments to mixed residential and commercial uses in a single structure.	Near term Start now	SB, PB, DPAC, TP, TM, CEI, GEN		 
D5	Capture a greater share of retail sales.	Encourage merchants to coordinate marketing activities, including expanding evening hours.	Ongoing Start now	DRBA, DRCC		 
D6	Improve community design and address parking and circulation.	Make small changes at key locations, including paint, signage, and landscaping.	Near term Start now	DPAC, DRBA, DRCC, TM, PB		 
D7	Improve parking.	Develop a strategy for parking and development, including improvements to the Back Parking Lot and the Damariscotta Bank and Trust/Griffin property. Ensure that parking for new uses require at least 2.5 spaces per 1,000 square feet of commercial space.	Near term Start now	DRBA, DRCC, DPAC, TM, PC, PB, TP	M 	  
D8	Improve parking.	Encourage merchants to create a parking management plan and strategy in cooperation with the Town to more efficiently manage available parking and investigate additional parking locations and potential structures.	Near to mid term Start now	DRBA, DRCC, DPAC, TM, PC, PB, TP	L 	  
D9	Increase opportunities for new structures and on street parking.	Extend and connect side streets to create blocks that provide opportunities for new structures and on street parking. Keep new buildings close to the street. New structures should be three and four stories and respect a 0-5' build-to line, depending on available space for businesses, apartments, and on street parking. New streets through parking lots will be approximately 34' curb-to-curb with parking on both sides.	Mid to long term	SB, PB, DPAC, TP, TM, DRBA, DRCC	L 	  
D10	Encourage more water dependent uses close to the shore.	Seek water dependent uses to locate closest to the shoreline.	Ongoing	TM, SB, EDC, DRA		 



























(Continued on next page)

² Brick is recommended because it is durable and provides an appropriate design focus for high traffic pedestrian locations. It is also easily repaired, provides ready access to utilities, and is permeable which reduces stormwater runoff.

	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
D11	Allow opportunities for temporary uses during festivals, special events, and seasons.	Amend municipal regulations to allow pop-up stores ³ during festivals, special events, and seasons.	Near term Start now	TM, SB, PB, DRA		  
D12	Improve access to waterfronts.	Reinvigorate and expand access to the waterfronts and provide resting spots and gathering places for the heart and soul of Damariscotta in a park-like setting.	Near term Start now	TM, SB, TP, HD	L 	    
D13	Manage summer congestion.	Amend municipal regulations to designate loading zones and work with merchants and suppliers to coordinate deliveries – identify spot(s) where small deliveries may be picked up, manage timing of deliveries, etc.	Mid term	DRBA, DRCC, DPAC, TM, PC, PB, TP		 
D14	Redevelop the Back Parking Lot to allow greater public gathering opportunities and on street parking.	Explore opportunities for rain gardens, increased plantings, and reduced pavement. Add pedestrian amenities (benches) and, perhaps, bicycle rentals. Provide a boardwalk along the shoreline and spanning the “Gulch”.	Near term Start now	TM, SB, TP, DPAC, DRA	L 	   
D15	Improve the Damariscotta Bank and Trust/Griffin property.	Create a more park-like atmosphere near the Damariscotta Bank and Trust/Griffin property, possibly with a band shell to provide a venue for outdoor music.	Near term Start now	TM, SB, TP, DPAC		 
D16	Provide amenities for visitors and shoppers in Downtown.	Provide public rest rooms in Downtown.	Near term Start now	TM, DRBA, DRCC, DPAC		 
















³ A pop-up store is a short term retail use that is housed in a temporary space (a tent, cart, shed) or an existing, vacant space for a limited time, anywhere from a day to several months. The use could be seasonal (e.g., Halloween) or could be used as a way to test the market for goods and services.

1B = Route 1B

	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
1B1	Implement the Illustrative Plan.	Amend municipal regulations to encourage and allow the goals above and below. Consider adopting a form based code and adjust the zoning code accordingly.	Near term Start now	<u>SB</u> , PB, DPAC, TP, TM	H 	     
1B2	Increase compact, walkable development.	Amend municipal regulations to eliminate minimum lot size and minimum square footage per family on sewerred lots, except as required by the Shoreland Zoning Ordinance, in the General Residential and Commercial 2 districts for residences. Reduce minimum lot size for nonsewered lots, except as required by the Shoreland Zoning Ordinance, to state minimum lot size requirements (20,000 square feet if soils permit onsite disposal).	Near term Start now	<u>PB</u> , DPAC, TP, TM	H 	 
1B3	Increase compact, walkable development.	Maintain or create a pattern of sidewalks, shade trees, shallow building setbacks from the street, and mixed uses. Sidewalks should be in compliance with ADA standards and continuous on at least one side of the road, preference of at least 6', though they may have to be as narrow as 3-4' in some places. Esplanades should be required, preference of 3-8' as space allows. Plant shade trees wherever possible, an average of 50' on center. Provide granite curbs everywhere the sidewalk directly abuts the street, when sidewalks are provided on both sides of the street, and at intersections and other obvious pedestrian areas. Where granite curbs are used, sidewalks should be concrete or brick ⁴ , particularly in obvious pedestrian areas. In other areas, concrete or permeable asphalt may be used to provide a more trail-like appearance.	Mid to long term	<u>TM</u> , SB, TP, HD	L 	 
1B4	Keep new buildings close to the street in most areas.	New structures should be three and four stories and respect a 0-20' build-to line, depending on available space for businesses, apartments, and on street parking. In nodes of development, like Yellowfront/Rising Tide, when accommodating head-in parking to provide front courtyard or outdoor space, buildings may be set back as much as 20'. New streets through the parking lots will be approximately 34' curb-to-curb with parking on both sides.	Near term Start now	<u>SB</u> , PB, DPAC, TP, TM	L 	 
1B5	Create nodes of development.	Amend municipal regulations to create nodes of development (Yellowfront/Rising Tide Neighborhood, Town Hall Green, Biscay Neighborhood, Great Bay Educational), perhaps focused on different purposes, ensure that mixed use is not prevented or discouraged, and that parking standards do not require additional parking for residential uses in mixed use areas.	Near term Start now	<u>SB</u> , PB, DPAC, TP, TM	M 	  
1B6	Create a continuous street front within nodes of development.	Infill large parking lots and undeveloped properties with "liner buildings" to create a continuous street front within nodes of development. "Liner buildings" are small buildings parallel to and relatively close to the road which are intended to help create a continuous street. See B7 below.	Mid to long term	<u>TM</u> , SB, EDC	L 	 
1B7	Calm traffic and encourage greater pedestrian mobility.	Break up parking fields with new roadways, Assure that new, on street parking adequately meets the need for parking to serve existing and new businesses. New roadways, together with tree-shaded sidewalks, crosswalks, and trails, will calm traffic and encourage greater pedestrian mobility.	Mid to long term	<u>SB</u> , PB, DPAC, TP, TM	M 	 






































(Continued on next page)

⁴ Brick is recommended because it is durable and provides an appropriate design focus for high traffic pedestrian locations. It is also easily repaired, provides ready access to utilities, and is permeable which reduces stormwater runoff.

	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
1B8	Encourage variation in commercial character.	Encourage some new buildings to be developed with a more residential appearance to vary the commercial character of the area.	Mid to long term	SB, PB, TP, TM, SB, EDC		
1B9	Preserve open spaces between nodes of development.	Amend municipal regulations to provide open spaces between nodes of development to break up continuous building fronts and provide places for people to gather and for pedestrians to “rest”.	Mid to long term	SB, PB, TP, TM, SB, EDC	L 	  
1B10	Create a Farm Campus ⁵ to support environmental and agricultural education.	Work with community groups and institutions to create a Farm Campus for environmental and agricultural education, possibly at the Damariscotta River Association, Great Salt Bay School, and/or YMCA..	Near to long term	DRA, GSBS, Y, PTA, DPAC, LCEDO		   
1B11	Improve traffic safety.	Narrow Route 1B and provide sidewalks, esplanades, landscaping, and on street parking in some places and, in others, a center turning lane or landscaped median to calm traffic.	Mid to long term.	TM, SB, TP, HD, PC, PCom	M 	
1B12	Create a public gathering place and design focus.	Create a commons at the entrance to Piper Commons off Route 1B.	Mid to long term.	TM, SB, TP, PB, DPAC		
B13	Improve linkages between the Great Salt Bay School and YMCA.	Link the Great Salt Bay School and YMCA with walking paths and nature trails. Create community gardens near the school and a skating rink behind the YMCA.	Mid to long term	DRA, GSBS, Y, PTA, SG		  














⁵ The layout of agricultural education elements, including community gardens, outdoor classrooms, greenhouses, compost center, and the like in a compact form like a college campus. The core of the campus would be between the YMCA and School and would have links to Round Top Farm, as well as to community sports and nature activities.

P = Piper Commons

	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
P1	Implement the Illustrative Plan.	Amend municipal regulations to encourage and allow the goals above and below. Consider adopting a form based code. If the community decides not to adopt form based code for Piper Commons, rezone to allow greater intensity of development than Rural District.	Near term Start now	SB, PB, TP, TM, PCom	H 	     
P2	Increase compact, walkable development.	Amend municipal regulations to rezone the Rural portions of the Piper Commons property to other zones that allows more intense use, smaller lot sizes, and smaller frontages.	Near term Start now	PB, TP, TM, SB, PCom	H 	 
P3	Increase compact, walkable development.	Amend municipal regulations to require narrow, interconnected public streets, sidewalks, esplanades planted with shade trees, shallow building setbacks from the street, and mixed uses.	Near term Start now	SB, PB, TP, TM, PCom	H 	  
P4	Increase compact, walkable development.	Maintain or create a pattern of sidewalks, shade trees, shallow building setbacks from the street, and mixed uses. In residential parts of Piper Commons, esplanades and at least 4' wide sidewalks should be provided wherever possible on one side of the street, using concrete, permeable asphalt, or permeable pavers to provide a more trail-like appearance. No curbing should be required. In mixed use, commercial, and industrial areas, granite curbs and concrete or brick ⁶ (in obvious pedestrian areas) should be required.	Mid to long term	TM, SB, TP, HD, PC, PCom	L 	  
P5	Increase compact, walkable development.	Amend municipal regulations to require new residential and mixed use buildings oriented, in most cases, with their narrow ends parallel to the street (gable end entry) to reduce frontages and encourage greater pedestrian mobility.	Near term. Start now	SB, PB, TP, TM, PCom	M 	  
P6	Increase compact, walkable development.	Amend municipal regulations to require new buildings to be located close to the street in most areas. Buildings in mixed use, commercial, and industrial areas, should be set back 0-20'. The larger setbacks are appropriate to accommodate head-in parking to accommodate a front courtyard or outdoor space. In residential areas, setbacks should be 10' minimum and 30' maximum. New public roads in residential areas should be 20' wide with no restrictions on parking.	Near term Start now	SB, PB, TP, TM, PCom	L 	  
P7	Create workforce housing and mixed income/ intergenerational buildings and neighborhoods.	Amend municipal regulations to encourage a mix of housing options from small cottages, apartments, mixed residential and commercial in a single structure, to attached and detached single family to encourage workforce housing and mixed income/intergenerational buildings and neighborhoods.	Near term Start now	SB, PB, DPAC, TP, TM, CEI, GEN, PCom, SG	M 	 
P8	Respect environmental resources.	Amend municipal regulations to protect environmental resources and to require streams, wetlands, and Paradise Pond to guide the location of protected areas, streets, greens and commons, and nodes of development.	Near term Start now	TM, DPAC, SB, DRA, PB, SB, PCom	H 	  
P9	Respect environmental resources and enhance community character.	Amend municipal regulations to encourage commercial, office, hospitality, and mixed uses near Route 1B and decrease the intensity of use and density of structures toward the interior of the parcel and closer to the ridge that sets off the area near Paradise Pond.	Near term Start now	SB, PM, TP, TM, PCom	H 	  

(Continued on next page)

⁶ Brick is recommended because it is durable and provides an appropriate design focus for high traffic pedestrian locations. It is also easily repaired, provides ready access to utilities, and is permeable which reduces stormwater runoff.

	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
P10	Enhance community character.	Consider opportunities for focal points, civic and gathering places, and privacy for future residents in fine tuning street design to define nodes.	Near term Start now	SB, PB, TP, TM, PCom	H 	 
P11	Manage traffic congestion and mobility.	Provide multiple entry points to the neighborhood from Route 1B, Biscay Road, and Heater Road.	Near term Start now	SB, PB, TP, TM, PCom	H 	
P12	Support the arts.	Because it is clear that the community is not in agreement about the need and desirability of a new arts center, further engage the community and determine whether a new arts center is desired. If desired and feasible, support the development of a new arts center.	Near to mid term	SB, DPAC, A, PCom		 
P13	Create nodes of businesses and mixed use on Route 1B.	Amend municipal regulations to ensure that mixed use is not prevented or discouraged and that parking standards do not require additional parking for residential uses in mixed use areas.	Near term Start now	SB, PB, TP, TM, PCom		  
P14	Encourage environmentally friendly, local, employment opportunities.	Encourage the creation of green industries/jobs on a portion of the Piper Commons property near existing light industrial uses.	Mid term	TM, SB, ECD, PCom		 
P15	Create a public gathering place and design focus.	Create a commons at the entrance to Piper Commons off Route 1B.	Mid to long term	TM, SB, TP, PB, DPAC, PCom		



DPAC was appointed by the Damariscotta Select Board “to lead a community driven process to make the Damariscotta region a better place to live, work, play, do business and visit for all people by advancing policies and practices that foster sustainable land use and prosperity”. DPAC is charged with “fostering a community visioning process, establishing and maintaining an on-going long range strategic planning process and monitoring implementation, incorporating and promoting public dialogue about community and regional planning and recommending implementation strategies, and providing community outreach and promoting, facilitating, and incorporating public dialogue in on-going planning efforts.” Its work includes establishing and maintaining an on-going long range planning process and incorporating public dialogue in on-going planning efforts.

From early 2007 when DPAC was appointed up to the completion of the charrette planning process, DPAC members have been collecting the comments of hundreds of residents from Damariscotta and neighboring communities, business owners and in some instances, visitors. DPAC compiled and analyzed those suggestions to serve as the basis for their Work Plan. DPAC limited the issues it included in the Work Plan to those that could begin and, in some cases, complete without a change in codes or ordinances. DPAC assessed the impact of completing each strategy, the feasibility or likelihood of its completion, and grouped initiatives into like categories. It also identified when the action should take place, who would undertake it, what re-

sources are available to undertake it, and next steps.

Strategies in the Work Plan are divided into four categories:

- Infrastructure/transportation
- Business attraction and retention - working and living locally
- Maintaining community - places to meet, volunteers, safety
- Communication, public relations and education

None of the strategies stand alone. Each must be integrated into one or more others. DPAC’s role will be different for different strategies – convener, facilitator, active responsible entity, or catalyst for action to be taken by another organization.

DPAC views the Work Plan as a living document to be amended as needed and anticipates that many strategies will become part of the updated Damariscotta comprehensive plan.

See the Appendix for the full DPAC 2010 Work Plan.

There are a number of potential financing mechanisms the Town might use to implement elements of the Illustrative Plan. Toward this end, the Town is working with Eaton Peabody Consulting Group to consider Tax Increment Financing and other mechanisms, which might be appropriate to implement different elements of the Plan. In addition, public agencies and private organizations, like Coastal Enterprises, Inc., may offer technical and financial assistance for elements of the Plan that fall within their economic development and/or housing mission.

Impact Fees/Exactions¹

New residents and businesses place demands on public facilities. Development may bring in new students, needing additional classroom space or generate traffic, causing the need for improvements to an intersection. One source of funding is impact fees, which are assessed against new development to cover the cost of providing capital facilities needed to serve the development as a way for development to “pay its own way”.

In most circumstances, additional capacity cannot be provided in increments generated by a single development – a school cannot be expanded to accommodate students from one new house. Rather the need for new classrooms is the result of the cumulative demand from a number of projects. Impact fees are an equitable way to collect fees for the incremental cost of growth in demand from those who create that demand, without overburdening any single development for the cost of wholesale improvements.

¹ See <http://www.maine.gov/spo/landuse/docs/comp-planning/impactfeemanual.pdf> for a copy of *Financing Infrastructure Improvements through Impact Fees: A Manual for Maine Municipalities on the Design and Calculation of Development Fees*.

Without an impact fee system, communities often require the last development in to fund offsite improvements, known as “development exactions”, in spite of the fact that the need for the improvement was generated by several developments. With impact fees, developers make a contribution to a public fund for offsite improvements, as long as there is a direct relationship between the development and the need for the improvement, the fees are proportional to the need, and they are used for that purpose.

Impact fees may only be used to finance facility improvements like highway, sewer, water, public safety, school, and recreation facilities and open space needed because of growth. They may not be used to pay operating or other non-capital costs or to cure existing deficiencies.

Offset fees

An offset fee is a one-time fee paid by a developer or property owner to the Town for the right to develop a parcel more intensively than would otherwise be allowed under Town regulations.

Fees collected by the Town go into a separate account that can only be used for specified purposes. For example, revenue from an open space offset fee could only be used to buy open space or conservation easements; revenue from an affordable housing fee could only be used to buy land or otherwise support the development of affordable housing; revenue from an infrastructure offset fee could only be used to plant trees or construct a commons, waste disposal facilities, water systems, or sidewalks.

The concept behind offset fees is one of balancing private and public benefits. By paying the fee, the property owner or developer gets a benefit – the right to do additional development. The fee is then used by the

Town to create an offsetting public benefit. In the case of the proposed open space offset fees – to preserve additional open space.

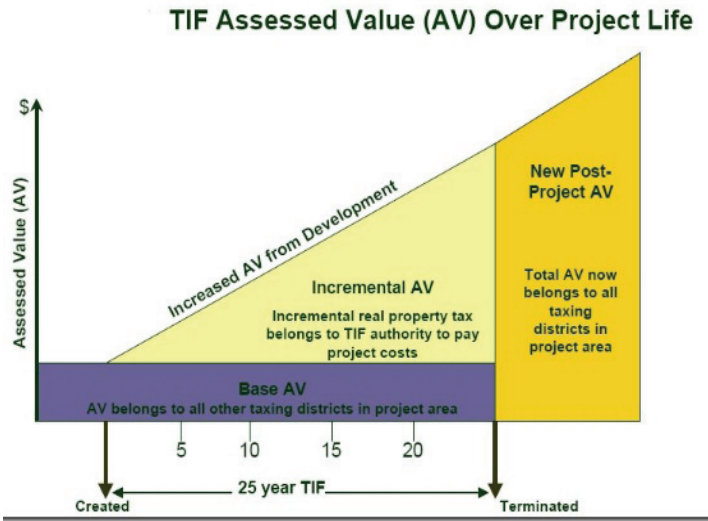
An offset fee is different from an impact fee which is charged to pay for the cost of providing infrastructure such as sewer or road improvements needed to service a development.

Tax Increment Financing

Tax Increment Financing (TIF) is an important public financing tool that focuses on economic development, its ability to capture and shield new value, and its ability to be applied to a broad range of activities. Many communities in Maine, and elsewhere, have used TIFs to help redevelop and make investments in community improvement projects. A TIF protects the community by “sheltering” the value gained from new development from valuation which is used in many state formulas that return funds to the municipality – school aid, revenue sharing, county taxes – reducing the benefit of the development to the community. In general, for every \$1 of new value, \$.60 is lost through losing state subsidies or paying higher taxes.

TIFs may be applied to a broad range of activities - improvement of the Back Parking Lot or other areas of Downtown, constructing a parking garage, supporting marketing efforts, acquiring and/or improving public space that supports economic development, making transportation improvements including the purchase and operation of a shuttle, acquiring land, enhancing credit for private developers to help them take risks in developing the Downtown. One way a TIF might work is to capture the value of developing Piper Commons and use that value to support improvements Downtown. Or for those concerned with the impact of new students on the school system, a TIF could be created for market rate housing that directs funds to the school systems to support both capital and operating costs.

(continued on next page)



Graph of a typical TIF based on Assessed Value over time. Tax revenue from development goes to designated projects and eventually reverts to general tax district.

Public and Private Grants

Despite the current weak economy and tight budgets, a number of state and federal agencies have funds that support local capital improvement and community development. The Department of Economic and Community Development manages federal Community Development Block Grant Funds (CDBG), which are competitively awarded for infrastructure, public facilities, affordable housing, and community services. The Federal Economic Development Administration (EDA) also offers grants to support economic development initiatives. The Maine State Housing Authority (MSHA) has funds that support the development of affordable housing. The federal Environmental Protection Agency (EPA) recently announced the availability of grants that support smart growth and/or sustainable community initiatives. Furthermore, the focus of current and potential stimulus dollars to create jobs typically takes the form of capital investments to states, regions, and towns.

Local Development Corporation

A local development corporation is an organization, often made up of local citizens, established to improve the economy of the area by creating economic development programs, drawing new business and industry, and providing financial support.

Special Assessment Districts/Development Districts

A special assessment or development district is an area of a community with the power to collect fees to make specific improvements in or directly benefitting that area. The district must be established under state law and local ordinance for a specific purpose.

Special assessment or development districts have been very effective in helping revitalize business areas or making improvements to residential neighborhoods. Their work primarily may focus on cleanliness and safety; center on physical improvements like building facades, streetscape improvements, signage, or off street parking; coordinate special events and programs; or providing general maintenance. One reason for their effectiveness is their ability to generate funds that are channeled into programs directly benefitting the district.

Capital Improvement Planning

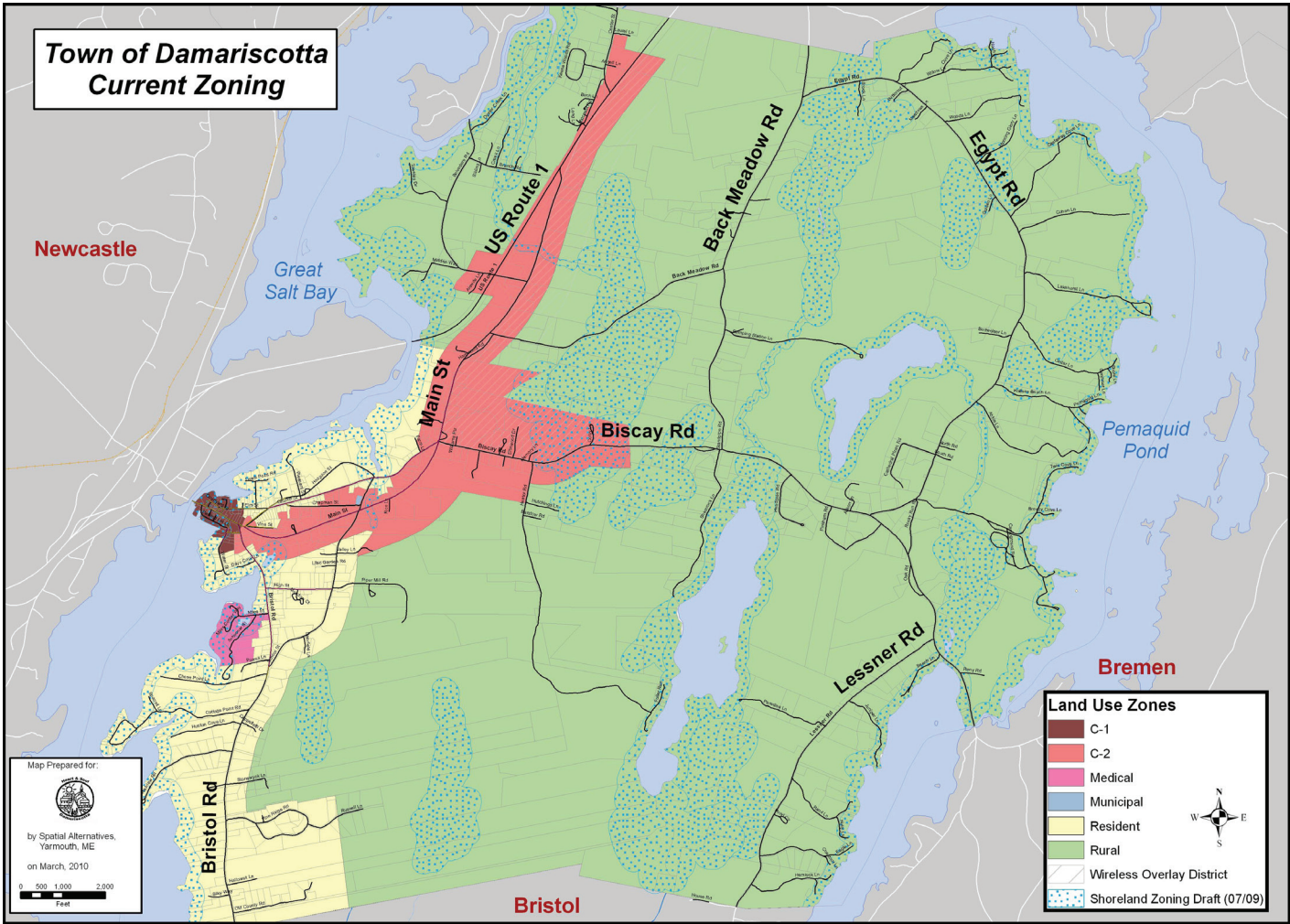
The capital facilities of local governments are essential to meeting the service needs of the community in an efficient and cost-effective manner. Damariscotta does not currently have a capital budgeting system for municipal facilities and equipment called a Capital Improvement Program (CIP).

A CIP is a document that includes an assessment of all existing and anticipated public facilities and services required to meet the Town's planned growth and economic development, including but not limited to sewer, water, emergency services, schools, parks and open spaces, and transit facilities. It is generally a five or ten year plan for the maintenance, replacement and expansion of existing public facilities and equipment or the construction or acquisition of new facilities and equipment, including projections of when and where such facilities and equipment will be required, how much they are anticipated to cost, how the costs will be funded, and a schedule of when the improvements will be needed.

Often, the plan is prepared by the Town Manager with assistance from the Finance Director, other Town Departments, and sometimes the Planning Board. Ideally, it is based in the community's comprehensive plan. Generally, it is then reviewed by the Town Select Board, amended following public hearing, presented to the Warrant Committee, and then sent to the Annual Town Meeting.

Lacking a CIP as part of the Town's annual budgeting and administrative process, the temptation may be to defer needed spending on capital projects when the budget is tight and approve whatever is proposed when funds are available. This approach can result in scarce capital dollars being spent on projects that do not reflect the greatest needs of the community. As importantly, project-by-project budgeting can result in unexpected future costs for major projects that are essential or are mandated by state or federal requirements.

A CIP is designed to assist the Town in planning for its needed capital expenditures on a rational and systematic basis. The CIP is designed to identify a community's needed capital expenditures, to evaluate the priority of the various needs, and to structure a spending program for meeting the more important of these needs on an affordable basis.



The process of updating Damariscotta’s comprehensive plan will include looking at the current zoning, and making desired adjustments based on the public process.

As the Town considers adopting changes to its regulations and some financing mechanisms, it will be important to think about how these changes relate to its comprehensive plan. State law requires that zoning and impact fees be supported by a community’s comprehensive plan.

Recognizing that the Town may begin an update of its plan shortly, which is likely to take more than a year, the simplest and quickest way to support changes to its land use ordinances and the adoption of impact fees, may be to simply amend the existing plan to adopt the Damariscotta Heart & Soul Planning Charrette report by reference. Then, as the community updates or prepares a new comprehensive plan, it can weave or highlight appropriate sections of the report into the comprehensive plan.

If the Town is not prepared to adopt the plan by reference, then the following amendments or additions to the comprehensive plan should include, at a minimum:

- Revision of the Future Land Use Plan (map and text) to adjust designated growth and rural areas to reflect the vision for nodes of development and open space along Route 1B, Piper Commons (part of which is currently in the rural area), any overlay zones, any floating zone, any areas where form based codes are envisioned.
- Revision of the Future Land Use Plan (map and text) to establish the framework for mixed use, reduced lot sizes and frontages, height limits, and other space and bulk standards as well as developing an interconnected street network, locating parking lots, sidewalks, and paths, encouraging a mix of housing types and allowing pop-up stores during festivals and events in the appropriate districts.
- Revision of strategies to include impact fees as one option to fund needed improvements.
- Though not specifically required in statue, the Town would be wise to revise strategies to include other potential financing mechanisms like offset fees, TIFs, local development corporations, special assessment or development districts.
- Revision of strategies to support applying for public and private grants to implement the plan. Though not required by state law, reference in a comprehensive plan that demonstrates the Town is thinking about its investments comprehensively and in the long term can be a useful competitive advantage when applying for grants.
- Revision of the Capital Investments Plan (CInP) to call for creation, use, and ongoing maintenance of a capital improvements plan (CIP). Add a description of proposed capital improvements, generally discuss when they should be funded, and what some of the potential sources of funds might be.

The Damariscotta Planning Advisory Committee (DPAC) began listening to area residents in early 2008. The values heard in these “neighbor to neighbor” talks and four townwide “community conversations” have been captured in this 2030 Vision statement. This document incorporates changes based on the multi-day planning charrette that was held in October 2009. This draft statement, which requires additional discussion and refinement, represents what was heard at the charrette.

Damariscotta 2030: Our Common Vision From Values to Vision to Action

In 2030, Damariscotta is a vibrant, small Maine community that holds tradition and progress as equal partners.

Damariscotta is the hub of Lincoln County with a strong, compact, and attractive Downtown that provides everyday goods and services necessary to support a self sufficient, year round community. Businesses are open in the evening to better serve the local population and not just tourists. In several places, businesses have been “spruced up” to improve design and address parking and circulation issues.

The Downtown serves as an access point to the River for clambers, fishermen, and the aquaculture industry. The Town’s Economic Development Committee has helped bring new, water dependent uses to the waterfront which, both north and south of Main Street, has been improved with public gathering places to enhance the sense of community and provide public access to some of the Town’s most attractive scenic views.

Pop-up, or temporary, stores are often found during



PHOTO BY KEITH CARVER

the Town’s numerous festivals and observations of the distinct seasons of the year. Public restrooms are available to meet the needs of tourists and shoppers. Well-coordinated volunteers are involved in improving and celebrating the life of the Town.

The business areas are made up of two strong cooperative areas, the historic Downtown and the more modern, surrounding area that has transformed into a walkable, people-friendly area with an expanded network of tree-lined streets and on street parking. Brick sidewalks support a blend of new businesses, housing, and mixed uses all developed in a form that reflects the existing development pattern in Downtown with three to four story buildings located close to the street.

Merchants and the Town have created a parking management plan and strategy to address parking and congestion issues, including a parking structure that expands parking options and a shuttle bus that connects the Downtown to other parts of Town and nearby communities. Combined with satellite parking areas at the schools and other locations during festivals and the summer season for visitors, shoppers, and employees, congestion in Downtown is manageable.

The Town has worked with businesses and surrounding towns to manage the timing and location of local deliveries and redirect trucks that are merely passing through Town to other communities further down the Pemaquid Peninsula.

Maps and signage help visitors and shoppers find businesses, parking, walking and biking trails, and key natural and other attractions in the community. There are improvements to the intersections near the Baptist Church, the Visitor’s Center, Church Street, and School Street that improve traffic flow and provide community gathering places and focal points.

Route 1B is made up of nodes of compact, walkable development, with a pattern of sidewalks that links to Downtown and each other. The walks are shaded with street trees. Granite curbs and brick sidewalks are in obvious pedestrian areas. In other areas, concrete or permeable asphalt is used to provide a more trail-like appearance.

New commercial and mixed use structures are three and four stories high and are located close to the street. Occasionally courtyards or outdoor spaces are in front of buildings that are set further back from the street. Most parking is located to the side and rear of buildings.

Large parking lots have been broken up with new roadways that provide on street parking opportunities and are lined with smaller buildings, some of which have a residential appearance, to create a diverse and continuous street front within nodes of development.

The nodes of development are separated by open, undeveloped areas to break up continuous building

fronts along this long stretch of road and to provide places for people to gather and for pedestrians to rest.

Community groups have helped create community gardens, outdoor classrooms, greenhouses, and a compost center that supports environmental and agricultural education between the Great Salt Bay School and the YMCA. These facilities, in addition to sidewalks and trails, have improved linkages between the school, YMCA, and community.

Route 1B itself is narrower, with sidewalks, esplanades, landscaping, and crosswalks at key locations. Sometimes Route 1B is narrowed with a center turning lane, a landscaped median, and/or on street parking to calm traffic. A public commons is located at the entrance to the mixed use Piper Commons neighborhood.

Most buildings in Piper Commons are located close to the street and are oriented with their narrow ends parallel to the narrow, interconnected public streets in the neighborhood. There is a mix of housing types from small cottages, apartments, and mixed residential and commercial uses to attached and detached single family homes. Many are affordable to local, working families and offer intergenerational living opportunities.

In residential areas, sidewalks, made up of permeable pavers, are sometimes only provided on one side of the street to provide a more trail-like appearance. In mixed use, commercial, and industrial areas, there are granite curbs and concrete and brick sidewalks.

Buildings and roads are sited to preserve important natural areas like wetlands, Castner Creek, and Paradise Pond. Trails within the neighborhood have been preserved, are used as focal points, and are available for use by the community. The intensity of uses and density of structures decreases from Route 1B to the interior of the parcel to protect Paradise Pond and preserve a more rural character. There are several access roads into the

(continued on next page)

neighborhood from Route 1B, Biscay Road, and Heater Road to help manage traffic congestion, mobility, and integrate the area into the community. Green industries have been developed in part of the neighborhood, offering local employment and living opportunities for residents.

Adjacent to the Downtown and the new business area of Route 1B, the surrounding areas are open, green, and natural allowing for easy access to hunting, fishing, and other recreational uses. On and off-road trails and bike paths link different areas of the community. There is a bicycle boulevard on Elm and Church Streets. There are numerous community playgrounds, playing fields, and gardens close to residential neighborhoods.

Our people are friendly, caring about each other, and healthy and active citizens of all ages. We are involved in government and decision making in Town and have a healthy, open relationship with Town leaders, the school department, and surrounding communities. The community shows a vigorous support of the arts and cultural opportunities and prides itself on the proximity of culture to nature. Volunteer efforts are well coordinated and robust. Damariscotta has maintained a sense of place, a pride in its community, and a continuing desire to plan for the future.

Damariscotta residents and those in neighboring towns are involved in local government. The youth are actively involved on committees and boards and inform local leaders of their interests. People know what is happening in Town and are not afraid to give their two cents about local issues. People and businesses trust the government because they and their neighbors are involved in decisions by attending frequent local meetings and holding community conversations outside of the municipal building. Town leaders listen and act.

Multiple community events attract visitors, but also bind people to Town and bring a sense of celebration throughout the year. Excellent schools, with active



Photo by Orton Foundation

parental involvement, keep people linked to each other and provide a communication network.

Residents are most proud of how accessible goods and services are locally as well as the ease of mobility from their homes to places such as businesses, schools, and rural areas. Products and every day services are available locally and are affordable. Residents can still get their car repaired in Town and shop Downtown for everyday household products.

The community has worked to build strong safe connections so people can easily travel around Town on foot or bicycle. Residents value safety Downtown and around Town and appreciate the wide in-town sidewalks and visible crosswalks. Students from Lincoln Academy and Great Salt Bay Schools easily walk Downtown and to home and other locations for recreation, entertainment, and employment. Families safely bring their children Downtown and easily connect to green spaces, parks, and the waterfront for healthy, safe, and fun family activity. There are multiple places for teens and young adults to hang out during the day and at night and places for parents with children to gather, play, and socialize.

Damariscotta residents place a high value on healthy living. They are offered state of the art health care at Miles Memorial Hospital (Lincoln County Healthcare) and residents take responsibility for their own health by being active citizens of all ages. Damariscotta is safe. Damariscotta has a strong Downtown that has locally owned businesses and mixed uses that allow for housing above the shops and businesses. Local businesses provide everyday goods for the community and for year round residents such as car repair, plumbers, electricians, groceries, shoe stores, and other goods that are produced locally. Sprawl and strip development has been limited. The busy Downtown continues to have places to visit daily such as the post office and library. Workplaces and living places are in close proximity. The surrounding neighborhoods are within walking distance to Downtown and have small neighborhood stores. Parking is within walking distance for employees and customers.

Residents of all ages have an abundance of good, well paying jobs to choose from in the trades, technology, home occupations, and water based industries among others. Young adults have many opportunities to live and work locally. Employees for Downtown businesses can afford to live in a variety of affordable housing Downtown and elsewhere in the community. People who grew up here can stay here, work here, raise families, and retire here because jobs are available to support them and the lifestyle they chose and they can afford to live here. The Town is welcoming to start up businesses and entrepreneurs trying to make a go of it. Clean industries and the water based industries are thriving.

Government has worked hard at staying efficient to keep taxes as low as possible while providing the services people demand.

In Damariscotta everyone has access to open space, green areas, hunting and fishing, water activities, trails, and recreation areas. The natural areas are connected

to Downtown and neighborhoods. Scenic views and vistas have been protected and wildlife is seen frequently in the River and in surrounding open areas. There are many strong organizations for the arts and culture and these are available to all, regardless of income. Damariscotta is known as the community “where culture and nature meet”. Artists and entrepreneurs are attracted to this community and there is broad community support for a wide range of creative cultural and artistic endeavors for all ages.

Damariscotta is a Town with a strong sense of who we are. We are a safe community, a place where we can live and work locally, and where there are multiple year round opportunities to come together as a community. Traditional ways are maintained while innovations are embraced when they make good sense. We have an increasing awareness of where we have been, what our history is, and will work hard to maintain our history as we grow and change. We still leave our doors unlocked as we did in 2010.



photo by Jane Lafleur



Damariscotta Planning Advisory Committee
2010 Work Plan

Developed from Public Input received during the 2008-2009
Heart and Soul Planning Process

Approved by the Damariscotta Select Board

January 20, 2010

Damariscotta Planning Advisory Committee
2010 Work Plan

The Damariscotta Planning Advisory Committee (DPAC) was appointed by the Damariscotta Select Board to lead a community driven process to make the Damariscotta region a better place to live, work, play, do business and visit for all people by advancing policies and practices that foster sustainable land use and prosperity. DPAC is charged with fostering a community visioning process, establishing and maintaining an on-going long range strategic planning process and monitoring implementation, incorporating and promoting public dialogue about community and regional planning and recommending implementation strategies, and providing community outreach and promoting, facilitating and incorporating public dialogue in on-going planning efforts. Its work includes establishing and maintaining an on-going long range planning process and incorporating public dialogue in on-going planning efforts.

From early 2007 when DPAC was appointed to the completion of the charrette planning process in November 2009, DPAC members collected comments of hundreds of residents from Damariscotta and neighboring communities, business owners and, in some instances, visitors.¹ Those suggestions have been compiled, sorted by subject area and serve as the basis for this Work Plan.

Each suggested strategy was evaluated by DPAC members and the participating public at several DPAC meetings in November and December 2009. DPAC limited the issues for the Work Plan to those that could begin and, in some cases, be completed without a change in codes or ordinances.

During its regular meetings, DPAC determined the *Impact* of completing each strategy (high/medium/low) and the *Feasibility* (high/medium/low) or likelihood of its completion. Once the strategies were sorted by impact and feasibility, DPAC grouped them into like categories and added the criteria of *Who*, *Resources Available*, *When*, and *Next Steps*.

The strategies identified in this Work Plan are divided into four broad categories:

1. Infrastructure/Transportation
2. Business Attraction and Retention: Working and Living Locally
3. Maintaining Community: Places to Meet, Volunteers, Safety
4. Communication, Public Relations and Education

It is important to note that none of the strategies stand alone. Each must be integrated into one or more others, so each subcommittee chair (or action leader) will work in close coordination with his or her counterpart on other subcommittees. Further, the work of each subcommittee will be reported to DPAC as a whole, which will discuss and approve the recommendations prior to their submission to the Select Board.

¹ These comments were collected by the Damariscotta Planning Advisory Committee at DPAC hosted Community Conversations and pot luck dinners, Neighbor to Neighbor interviews, candy corn voting at two Pumpkin Festivals, on-line and on paper surveys, written comments, e-mails and letters, the four-day Planning charrette, and dozens of DPAC meetings during 2008 and 2009.

Damariscotta Planning Advisory Committee
2010 Work Plan

The Work Plan is a living document and, as such, DPAC fully expects that it will be amended from time to time as needed. It is also anticipated that many of these strategies will become part of the updated Damariscotta Comprehensive Plan, as appropriate.

COMMUNITY ACTION WORK PLAN

For each strategy in the Impact/Feasibility analysis below, there are suggested Action Leaders (who), Resources (resources), Time Frames (when), and Next Steps for the Town’s consideration.

The role of DPAC will be different for the different strategies, sometimes serving as the *convener*, sometimes as its *facilitator*, sometimes the active *responsible entity*, and other times simply as the *catalyst* for action to be taken by another organization. The role of the subcommittee and DPAC will be determined in consultation with the Select Board and Town Manager.

TRACKING PROGRESS

Each strategy's subcommittee will be required to report progress to DPAC, either at regular DPAC meetings or through periodic e-mail updates. DPAC will provide routine progress reports to the Select Board, together with recommendations for action, as appropriate. Updates and recommendations will be made available to the public via www.damariscottame.com, the *Lincoln County News*, and the Town's Annual Report.

COMMUNITY ACTION ITEMS IMPACT/FEASIBILITY ANALYSIS					
		LOW	MEDIUM	HIGH	
IMPACT	HIGH	(All between LOW/MID Feasibility) Satellite Parking Route1B School Street Intersection Waterfront Plans	Business Attraction Incentives Attracting Businesses to Town Infrastructure Neighborhood Meetings Employee Parking	Public Restrooms Infill and Zero Setback education (smart growth) Report to Selectboard (on priorities and recommendation) Wayfinding/Signage Senior/Youth Connections Develop transparent criteria for selecting priorities Transportation Define and Learn Ordinance	
	MEDIUM	Community Meeting Space Alternative Boat Launch	(Between MID/HIGH Feasibility) Piper ² Village Neighborhood: monitoring process and liaisons with neighbors	Coordinate Cultural Organizations Coordinate Community Volunteers	
	LOW	NONE	NONE	NONE	
		LOW	MEDIUM	HIGH	
FEASIBILITY					
As constructed by all attendees at DPAC Meeting November 3, 2009.					
<div><div></div><div>² Piper Village is also sometimes referred to as Piper Commons or Damariscotta Commons.</div></div>					
Damariscotta Planning Advisory Committee 2010 Work Plan					

1. Infrastructure/Transportation

A. Public Restrooms Downtown

- Sub-committee: George Parker (chair), Barnaby Porter, Mary Trescott, Greg Zinser.
- Resources: Town Manager, Damariscotta Regional Business Alliance, Damariscotta Region Chamber of Commerce, key businesses, Mitch Rasor, (MLRD LLC Shore and Harbor study).
- Next Steps: Meet with Town Manager, evaluate land options, evaluate building options, evaluate costs, and research funding options.
- When: Begin December 2009; temporary restroom by Memorial Day 2010; permanent facilities to follow.

B. Transportation: Multi-modal

- Sub-committee: Mal Gormley, Jack Spinner, Mary Kate Reny, others.
- Resources: Town Manager, Stacy Benjamin (Gateway One Coordinator), School District, Survey from Healthy Lincoln County, Gateway One Report, Damariscotta Regional Business Alliance, Downtown Plan, Gateway One Coalition, Shore and Harbor study, Spectrum Generations, Coastal Transportation, others.
- Next Steps: Consider recommending the formation of a “Damariscotta Transportation Action Task Force” to the Select Board. If approved, seek members and conduct first meeting.
- When: Begin January 2010, ongoing.

C. Route 1B-School Street Intersection

- Who/Action Leader: To be determined.
- Resources: Charrette report, Gateway One Report, other reports.
- Next Steps: Integrate any action with overall town plan. Town Planner to coordinate plan documents.
- When: Wait for charrette report, Piper Village proposals, and any relevant plans currently underway.

Damariscotta Planning Advisory Committee
2010 Work Plan

D. Waterfront Plans

- Who/Action Leader: To be determined.
- Resources: Shore and Harbor Report, charrette report, relevant ordinances.
- Next Steps: Solicit interested volunteers as member of the subcommittee.
- When: Begin upon approval of Shore and Harbor report and charrette report.

E. Satellite Parking

- Sub-committee: Mal Gormley, George Parker, others.
- Resources: Town Manager, Gateway One, grants, charrette report, Downtown Study
- Next Steps: Form sub-committee, meet to examine options for satellite lots, research funding options.
- When: Begin January 2010; complete June 2010.

F. Infrastructure Needs (including Green Infrastructure and Natural Systems)

- Who/Action Leader: Damariscotta Select Board, Steven Hufnagel, others.
- Resources: Town Manager, Comprehensive Plan Committee, Planning Board, charrette report with financing options, Shore and Harbor report, grants, Comprehensive Plan data, Great Salt Bay Sanitation District, Tidewater Telecom, Central Maine Power Company, others.
- Next Steps: Develop priority listing of projects, hold workshop on funding options, Matt Eddy, Rural Development funds, Economic Development Administration (EDA) funds, capital improvement plan/capital investment plan, and consider recommending establishing local conservation commission to the Select Board.
- When: Begin January 2010, ongoing.

Damariscotta Planning Advisory Committee
2010 Work Plan

G. Seasonal Employee Parking

Sub-committee: Mary Kate Reny (chair), George Parker, others.

Resources: Town Manager, Damariscotta Region Chamber, Damariscotta Region Business Alliance, charrette report, Police Chief.

Next Steps: Solicit volunteers for the subcommittee and convene meeting.

When: Begin January 2010, implement Summer 2010.

H. Alternative/Additional Boat Launch Site

Who/Action Leader: To be determined.

Resources: Shore and Harbor report, charrette report.

Next Steps: No action proposed at this time.

When: Consider in waterfront plans.

2. Business Attraction and Retention: Working and Living Locally

A. Signage/Branding for Damariscotta and Downtown

Sub-committee: Robin Mayer, Mal Gormley, others.

Resources: Town Manager, Damariscotta Planning Board, charrette report, Damariscotta Region Chamber of Commerce, Downtown Region Busine Alliance, Mitchell Rasor LLC (Shore and Harbor Report).

Next Steps: Form sub-committee, meet with Town Manager and Planning Board, define scope, solicit broad input, research possible locations, signage options, and recommend potential locations and designs to the Select Board.

When: Begin January 2010. Preliminary recommendations to Select Board for way-finding by Memorial Day 2010; in place by Memorial Day 2011. Broader recommendations for longer term.

Damariscotta Planning Advisory Committee
2010 Work Plan

B. Develop Business Philosophy for Town/Business Attraction Plan and Incentives

Who/Action Leader: Mary Kate Reny, Buzz, Pinkham, Jean Moon, others.

Resources: Town Manager, Damariscotta Region Chamber of Commerce, Downtown Region Business Alliance, Tourism, Bob Gibbs report on retail, Rudy Graf, Maine State Planning Office, Lincoln County Economic Development Office, CEDC, Coastal Enterprises Inc., Midcoast Green Collaborative, Orton Family Foundation.

Next Steps: Meet with Town Manager and Select Board to discuss the relationship between economic development, the tax base, and Town sustainability (in relation to Town design, management and maintenance); report on Bob Gibbs Study; Orton Foundation recommendations; conduct joint meeting of all groups; consider recommending the development of a local Economic Development Committee to the Select Board.

When: Begin January 2010, ongoing

3. Maintaining community: Places to Meet, Volunteers, Safety

A. DPAC/Community connections to Seniors and Youth

Who/Action Leader: Jane Lafleur (Heart & Soul Coordinator), Marianne Pinkham, others.

Resources: Friends of Midcoast Maine youth grant, Lincoln Academy, Interest Groups, Youth Promise, Youth on Board, Spectrum Generations, Miles Hospital, Library, Chip Teel, Thomas O'Malley, Karen Kleinkoff, others.

Next Steps: Conduct meeting of interested organizations, develop Lincoln Academy connections with staff and students, solicit DPAC for its needs for input, and research funding options.

When: Begin December 2009, ongoing.

B. Community Meeting Space

Sub-committee: Buzz Pinkham, Marianne Pinkham, others.

Resources: Damariscotta Region Chamber of Commerce, Downtown Regional Business Association.

Next Steps: Conduct inventory of available community meeting spaces, square footage, fees, availability, restrictions.

Damariscotta Planning Advisory Committee
2010 Work Plan

When: Begin January 2010, ongoing.

4. **Communication, Public Relations and Education**

A. Develop Transparent Criteria (for choosing projects, taking action on an item)

Who/Action Leader: Damariscotta Planning Advisory Committee and Select Board.

Resources: Minutes from meetings, charrette report, survey results.

Next Steps: Prepare and submit the Work Plan to the Select Board, publicize Work Plan in press and in E-Newsletter. Solicit public feedback regularly and offer regular updates to the public.

When: Begin December 2009, ongoing.

B. Report to Select Board on Work Plan

Who/Action Leader: Jane Lafleur, Robin Mayer, Laurie Green, Dave Wilbur.

Resources: DPAC minutes, charrette report, charrette summaries, public comments.

Next Steps: Prepare and submit the Work Plan to the Select Board for review and approval.

When: Mid-December, 2009.

C. Neighborhood Meetings

Who/Action Leader: DPAC as convener, turn over to local neighborhood leaders.

Resources: Town Manager, Damariscotta Select Board, Damariscotta Planning Board, local leaders, sign-up sheets from workshops.

Next Steps: Identify local neighborhood leaders/spokespeople, convene a meeting of the volunteers who will host and conduct the meetings.

When: Complete four neighborhood meetings by March 2010.

Damariscotta Planning Advisory Committee
2010 Work Plan

D. Smart Growth Education

Who/Action Leader: Friends of Midcoast Maine with additional technical assistance.

Resources: Friends of Midcoast Maine, Evan Richert, Beth DellaValle, Judy Colby George (Community Viz), Smart Growth movie, Richard Berman and other developers.

Next Steps: Jane Lafleur to organize events/training/public meetings.

When: Begin March 2010, ongoing.

E. Define and Learn Present Ordinances/Compare to New Code Proposals

Who/Action Leader: DPAC as facilitator/convener

Resources: Town codes, Town Planner, Community VIZ, Gateway One Plan, Piper Common people, other developers and property owners, Evan Richert.

Next Steps: Digest charrette report and educate public on report and vision (amending/refining as necessary), evaluate any proposed changes, define the costs and benefits of the changes, consider possibility of Piper Village/Common as a demonstration area for first zone changes.

When: Ongoing.

F. Piper Village and Other Developments (monitoring process/neighborhood liaison)

Who/Action Leader: DPAC, Planning Board, neighborhood committees.

Resources: To be determined.

Next Steps: DPAC serves as liaison, on-going, open forum on issues from public.

When: Ongoing.

Damariscotta Planning Advisory Committee
2010 Work Plan

PROPOSED TIMELINE														
	ACTION ITEM	12/ 2009	1/ 2010	2/2010	3/ 2010	4/ 2010	5/ 2010	6/ 2010	7/ 2010	8/ 2010	9/2010	10/ 2010	11/ 2010	12/ 2010
Infrastructure / Transportation	Public Restrooms downtown													
	Multi-Modal Transportation													
	Route 1B/School Street Intersection	No action at this time												
	Waterfront Plans													
	Satellite Parking													
	Infrastructure needs including green infrastructure and natural systems													
	Employee Parking (seasonal)													
	Alternative/additional boat launch site	No action at this time												
Business attraction and retention	Wayfinding, Signage and Branding													
	Develop business philosophy / business attraction plan / incentives													
Maintaining Community	Connections to Seniors and Youth													
	Community Meeting Space													

Damariscotta Planning Advisory Committee
2010 Work Plan

PROPOSED TIMELINE														
	ACTION ITEM	12/ 2009	1/ 2010	2/2010	3/ 2010	4/ 2010	5/ 2010	6/ 2010	7/ 2010	8/ 2010	9/2010	10/ 2010	11/ 2010	12/ 2010
Infrastructure / Transportation	Public Restrooms downtown													
	Multi-Modal Transportation													
	Route 1B/School Street Intersection	No action at this time												
	Waterfront Plans													
	Satellite Parking													
	Infrastructure needs including green infrastructure and natural systems													
	Employee Parking (seasonal)													
	Alternative/additional boat launch site	No action at this time												
Business attraction and retention	Wayfinding, Signage and Branding													
	Develop business philosophy / business attraction plan / incentives													
Maintaining Community	Connections to Seniors and Youth													
	Community Meeting Space													

Damariscotta Planning Advisory Committee
2010 Work Plan

	ACTION ITEM	12/ 2009	1/ 2010	2/2010	3/ 2010	4/ 2010	5/ 2010	6/ 2010	7/ 2010	8/ 2010	9/2010	10/ 2010	11/ 2010	12/ 2010
Communication, Public Relations and Education	Develop and use Transparent Criteria													
	Report to Select Board on Work Plan													
	Neighborhood Meetings													
	Smart Growth Education													
	Define and Learn Present Ordinances/compare to new proposals													
	Liaison with Piper Village and other developments													
For more information, contact any DPAC member or e-mail at dpac@damariscottame.com														

DPAC MEMBERS	AFFILIATION	TOWN of RESIDENCE/ TOWN OF EMPLOYMENT	DAY TIME PHONE NUMBER	E-MAIL ADDRESS	MAILING ADDRESS	Term Expires
Buck, Nick	Newcastle	Newcastle/ Newcastle	563-5914	nickbuck@midcoast.com	52 Bunker Hill Rd. Newcastle	9/1/2012
Capen, John	Damariscotta	Damariscotta/ out of town		jcapen@groton.org		9/1/2012
Hufnagel, Steven	Damariscotta River Association	Damariscotta/ Damariscotta	563-1393	steven@dract.org	PO Box 136 Damariscotta	9/1/2010
Gormley, Mal	DPAC	Damariscotta/ Damariscotta	563-1119	mal@gormley.net	17 Westview Rd. Damariscotta	9/1/2010
Green, Laurie	DPAC	Damariscotta/ Damariscotta	563-2283	laurie@greencolburn.com	37 Rocky Run Rd. Damariscotta	9/1/2010
Moon, Jean	Damariscotta	Damariscotta/ out of town	563-5948	jmoon@tidewater.net	73 Bristol Rd, Damariscotta	9/1/2012
Mayer, Robin	DPAC, DPAC CHAIR	Damariscotta/ Damariscotta	563-6299	robinmayer1@aol.com	53 Church Street Damariscotta	9/1/2011
Parker, George	DPAC, DPAC Vice Chair	Damariscotta/ Damariscotta	563-8754	gspa@lincoln.midcoast.com	P.O. Box 1327 Damariscotta	9/1/2010
Pinkham, Buzz	DPAC, Pinkham Plantation	Damariscotta/ Damariscotta	563-5009	pinkhams@roadrunner.com	PO Box 1088 Damariscotta	9/1/2011
Pinkham, Marianne	DPAC member, Spectrum Generations,	Nobleboro/ Damariscotta	563-1363	mpinkham@spectrumgenerations.org	Spectrum Generations 521 Main Street, Box 8 Damariscotta	9/1/2010
Pooley, Alan	DPAC, Newcastle Planning Board	Newcastle	563-6557	pooley@tidewater.net	40 River Road Newcastle	9/1/2010
Reny, Mary Kate	DPAC, Renys dept stores, Downtown Business Assn.	Bremen/ Newcastle	563-3177	mkreny@renys.com	731 Route One Newcastle	9/1/2010
Spinner, Jack	DPAC, Gateway 1	Damariscotta	563-2545	spinners@tidewater.net	PO Box 549 Damariscotta,	9/1/2012
Damariscotta Planning Advisory Committee 2010 Work Plan January 20, 2010						13

DPAC MEMBERS	AFFILIATION	TOWN of RESIDENCE/ TOWN OF EMPLOYMENT	DAY TIME PHONE NUMBER	E-MAIL ADDRESS	MAILING ADDRESS	Term Expires
Wilbur, Dave	DPAC, Board of Selectmen	Damariscotta	557-0864 cell	dwilbur65233@adelphia.net	63 Keene Woods Road Damariscotta,	9/1/2012
Total number of members	14 total members, 14 active members	Damariscotta residents = 10				
TOWN OFFICIALS AND STAFF						
Dater, Tony	Damariscotta Town Planner		563-5168	planner@damariscottame.com		
Lafleur, Jane	Friends of Midcoast Maine, Heart and Soul Project Coordinator		236-1077 or	jblafleur@friendsmidcoast.org	FMM 5 Free Street Camden, Maine 04843	
McLean, Dick	Board of Selectmen			duartman@lycos.com		
Zinser, Greg	Town Manager		563-5168	townmanager@damariscottame.com	Town of Damariscotta	
PAST MEMBERS						
Atwater, David	Business owner	Damariscotta/ Damariscotta				
Martin, Garrett		Bremen/ Augusta				
Nelson, Rob.	Developer	Newcastle/ Newcastle				
Winston, Amy	Lincoln County Economic Development Office	Boothbay/ Wiscasset				
Cole, Stephen	Coastal Enterprises	Damariscotta/ Wiscasset				
Peters, Steve	Miles Hospital	Edgecomb/ Damariscotta				
Leeman, Cerina	Chamber of Commerce	Bristol/ Damariscotta				
Damariscotta Planning Advisory Committee 2010 Work Plan January 20, 2010						14

CommunityViz (CViz)® is a GIS-based tool that helps people visualize, analyze, and communicate about the future of their communities. It uses interactive maps, charts, 3D visuals, and other tools to analyze and illustrate the planning choices. The CViz team was made up of Judy Colby-George from Spatial Alternatives in Yarmouth, Maine and Doug Walker from Placeways, LLC in Boulder, Colorado.

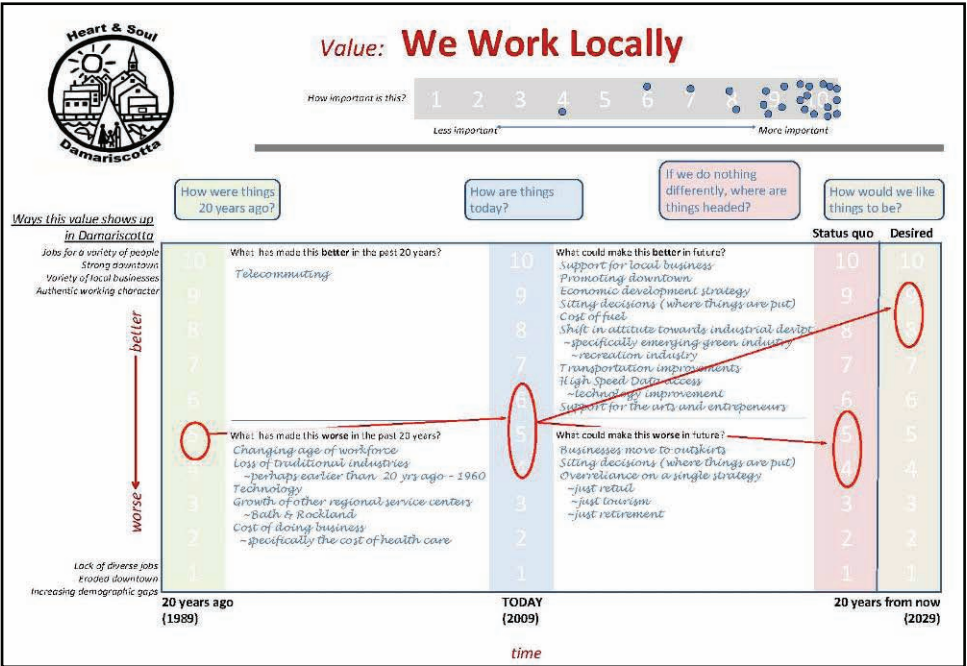
The role of the CViz team throughout the project has been to support the Heart & Soul process and add value to the Charrette. CViz is an excellent tool for analyzing impacts and visualizing future scenarios. The addition of CViz to the Charrette process was intended to add the ability to quantify the impacts of various design options and determine if they better meet the Town's values as identified in the Heart & Soul process.

Developing Indicators from Values

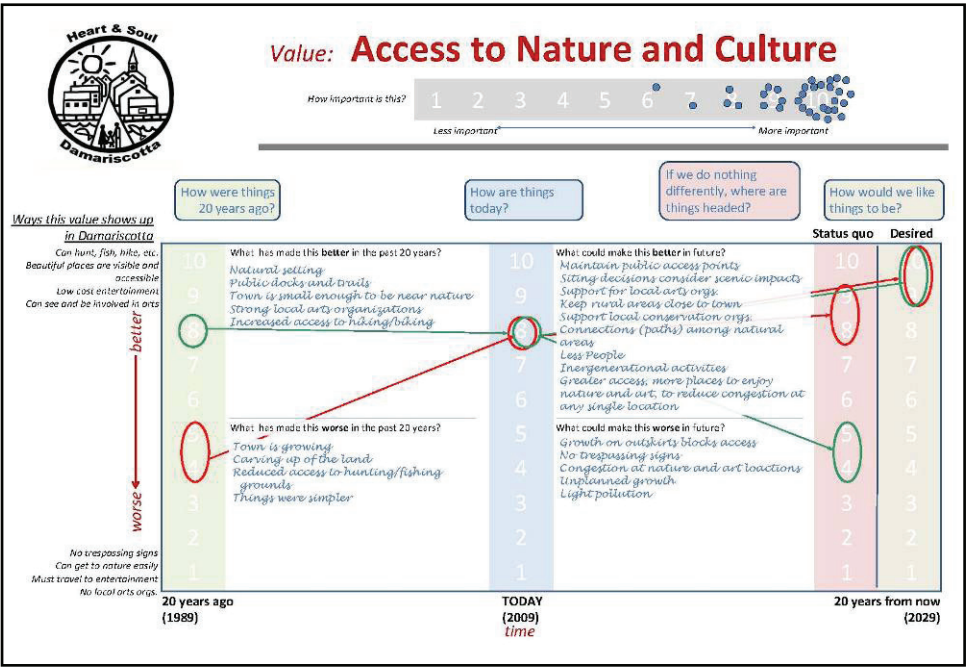
Through the Heart & Soul process, DPAC has listened to the community and derived from that a set of values that define Damariscotta. Those values are:

- We Live Locally
- We Work Locally
- Where Culture and Nature Meet
- The Town is Accessible
- We Have a Sense of Community

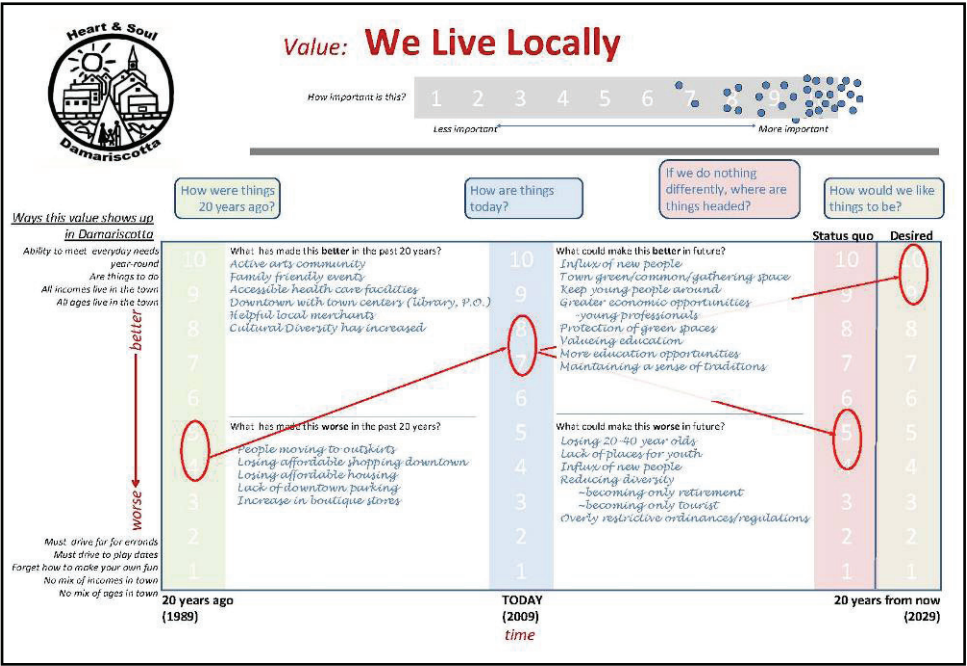
In the September 2009 Pre-Charrette Community Meeting, residents were asked to help define the characteristics that make up those values. This was done through a process called Value Mapping, in which each group was asked to think about the values and on a 1-10 scale rank their importance 20 years ago, today, and 20 year in the future. For the future, they were asked to think about where that value would fall if nothing changed and where they would like it to be in 20 years. The trends were reviewed and the citizens created a list of factors that influenced the trends. The following images represent that work by the citizens.



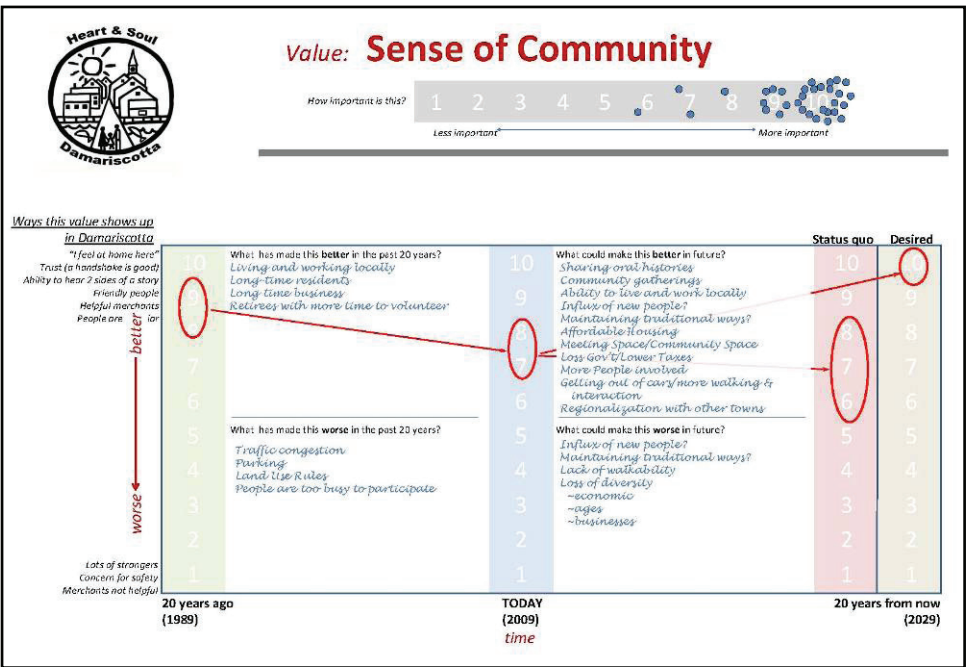
This Value Mapping poster shows the group's identification that this value was about in the middle and had not changed dramatically in the past 20 years. They did not expect it to change dramatically without doing some things differently. The most important things identified by the group were to really plan for and encourage economic development which benefits the community.



The citizen group working on this poster decided that access to nature and culture were significantly different. The red line represents their feeling that access to culture has improved dramatically over the last 20 years and that would maintain or slightly improve without intervention. The green line represents the group's feeling that access to nature was about the same over the last 20 years, but that it would be drastically reduced if things were to continue in the patterns that have been established. The most important things that could be done to improve both aspects would be to maintain public access and gathering places and create more connections among them.



This Value Mapping poster shows the group's identification that this has increased significantly in the past 20 years, but that it would likely reverse if things continue on as they are currently. The biggest driver of things becoming worse in the futures is losing 20 to 40 year old residents.



This poster shows the group's identification that the sense of community has decreased slightly over the past 20 years and would be expected to continue that decrease if nothing changes. Societal changes, making it difficult for people to participate in community events, seem to be an important driver of this change. An influx of new people was viewed as both a bonus in adding diversity and a loss in that too many new people make it difficult to know your neighbors. Also, all the other values contribute to this value; when they are better, the sense of community is increased.

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE
MEASURING THE ALTERNATIVES WITH COMMUNITYVIZ®

Heart & Soul Value Indicators

The CViz team combined the value mapping information with DPAC’s draft vision statement, more detailed value mapping derived by Friends of Midcoast Maine (FMM) and DPAC from the stories that had been gathered, and the Heart & Soul survey results to determine the core elements and key drivers. Core elements describe the way people experience a particular value in their community. Key drivers represent a measurable method which would describe these core elements. For each of the five values a list of possible key drivers was created. Many key drivers were developed through this process.

The final step in developing the Value indicators for use in the CViz model was to determine which of the key drivers could be modeled given the data and time available to us. The Heart & Soul process is attempting to quantify the impacts of various futures visualized during design process of the Charrette. In order to use a particular indicator, it was necessary that the current condition and an approximation of the future condition be determined. While some of the key drivers listed in the chart could have been measured for what exists, it would be difficult to determine the future impact from the design process because of the generality of the drawings, some factors are not really measurable, and other reasons.

Finally, the chosen key drivers were combined and averaged to create a composite value indicator for each of the values listed. Each of the key drivers that make up the value indicator can also be ranked for importance to the community or individual who is looking at the model.

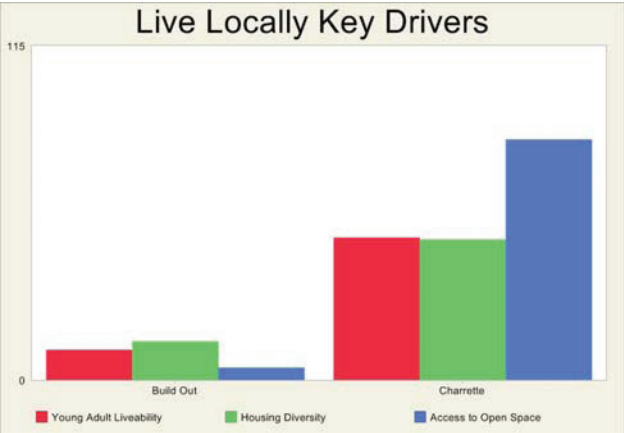
Value Overall Value of Community	Core Elements How do we experience this in our community?	Key Drivers How do we measure this?
Work Locally	Jobs for a variety of people	# of local jobs # of local jobs in traditional industries Job mix Amount of commercial land Infrastructure provided Jobs housing ratio Local payroll
	Strong Downtown	Tourism visits % Park area Business staying near center or near key access points Land use rules Tenure of businesses Parking ratio
	Local business variety	Commercial mix Local ownership Zoning - geographic Zoning - allowed uses New business starts
	Infrastructure	Cost of fuel Increased transportation / traffic flow High speed access
Live Locally	Meet everyday needs	% local owners of business retail mix Parking/square feet retail Trips / day
	There are things to do	Compactness of development Open space / person # of community activities Open space requirements for development
	Diversity of population	Housing diversity Growth rate Minimum lot sizes Young adult livability Income distribution Age distribution
Access to Town	Visual Impression	Density Building height Floor Area Ratios Location of Parking
	Movement	Walkability Access to Sidewalks, Trails, Bike Paths Sidewalk Ratio Recreation areas

Value Overall Value of Community	Core Elements How do we experience this in our community?	Key Drivers How do we measure this?
Where Culture and Nature Meet	Access to Nature	Forest fragmentation Preserved land Open space requirements on new development Scenic views protected Open space near population Trails - length Trails - near population Trails - connecting nodes Public access to water Posted acres Rural acres Development considers natural features
	Access to Culture	# of venues # of arts organizations Public space / person Walkable venues
Sense of Community	Sense of identity	Tenure of business Tenure of people Housing diversity Youth population
	Sense of familiarity	# community programs Access to sidewalks, trails, bike paths Sidewalk ratio Recreation areas
Community is Involved	School is a center of activity Town	# of children # of volunteers Excellence
		# of volunteers Attendance at Town Meeting Public participation in meetings Community services Use
	Nongovernmental organizations (NGOs)	# of NGOs # of members # of volunteers \$ raised
	News	Local news services

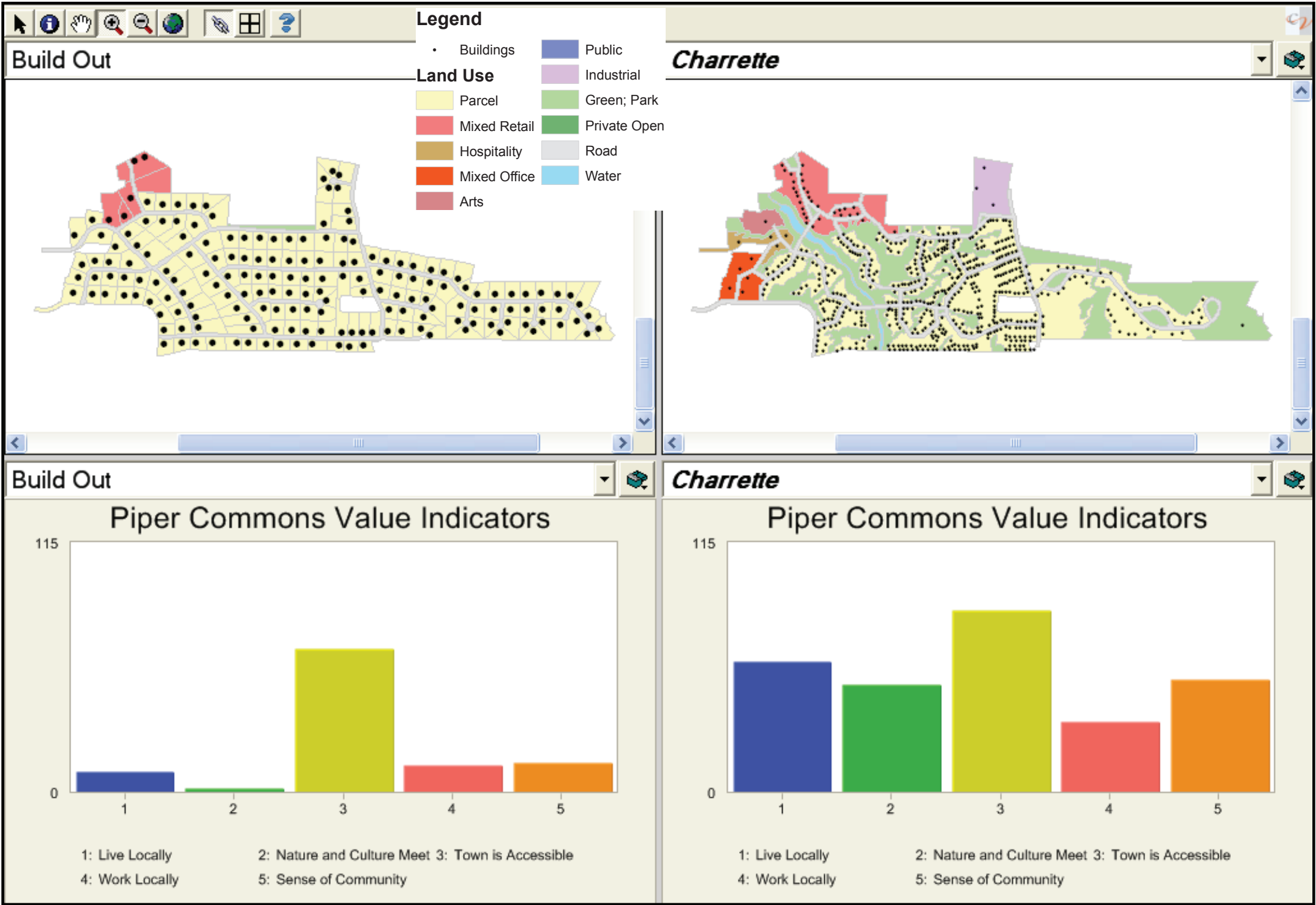
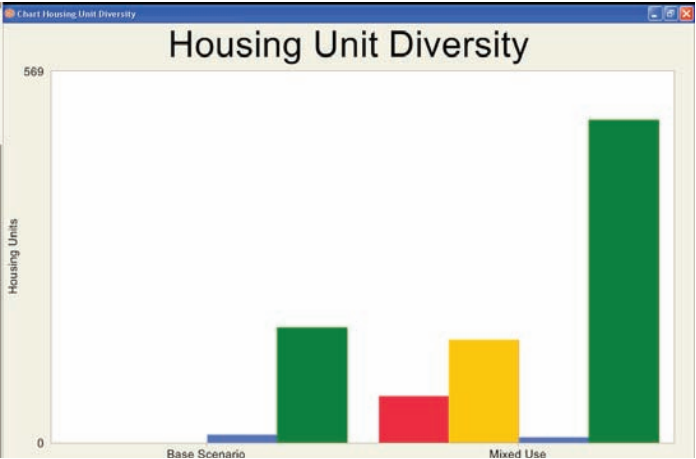
Key Drivers in **Bold** are used to develop the overall Value Indicators for the models.

Piper Commons Model

The Piper Commons model was created in order to compare the current form of development with the form created during the Charrette. This model takes each of the values identified by the Town and, using the key drivers developed, measures which type of development more closely achieves those values. This model uses the points to identify buildings and measure the impacts of those buildings.



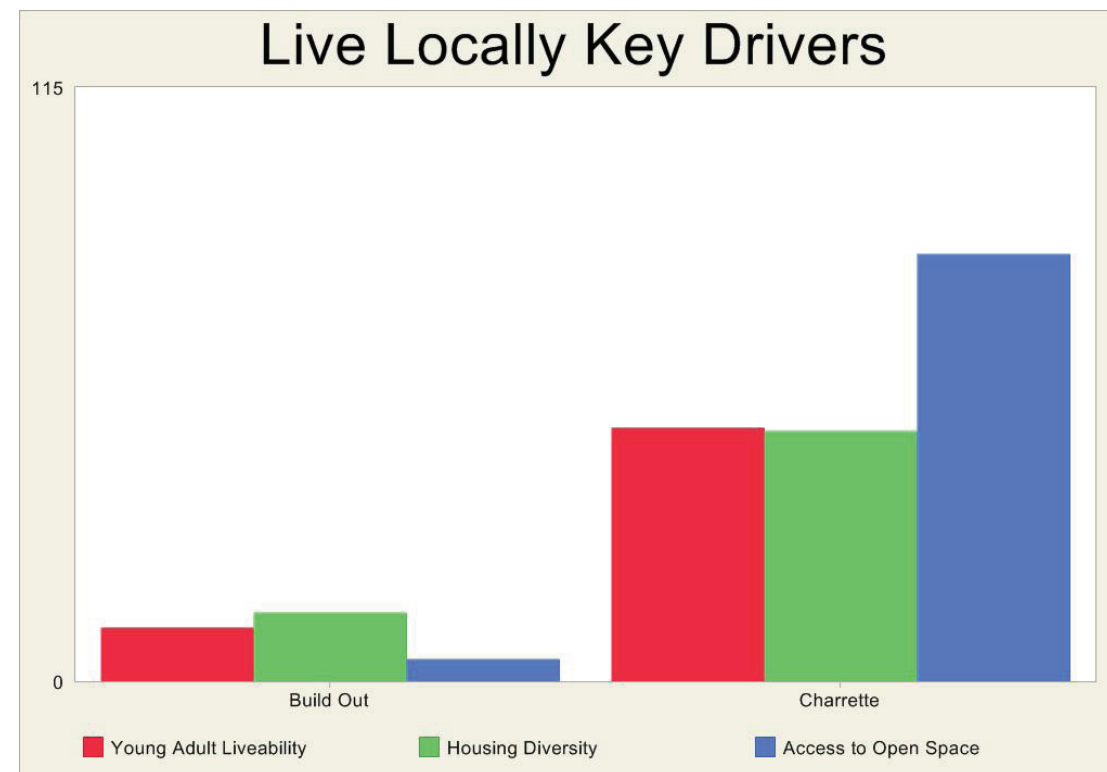
Each value is made up of multiple key drivers which were identified by participants in the Heart & Soul process. Each of the key drivers is made up of a variety of calculations designed to understand the relationships between various core values and the spatial data. For instance, housing diversity measures the distribution of housing units among various types of housing.



Piper Commons Value Indicators and Key Drivers

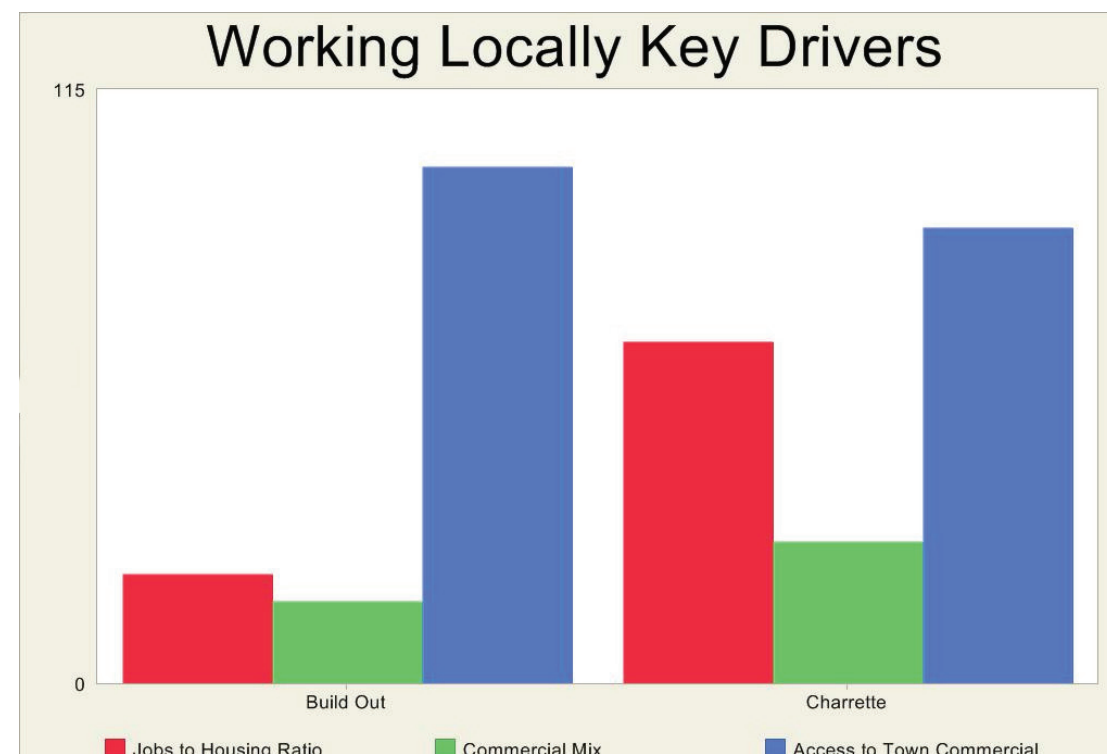
Live Locally

- *Young Adult Livability*
Measures % of housing that is not large lot single family and the jobs/housing ratio as key factors to young adults living in Town.
- *Housing Diversity*
Measures the distribution of homes in four categories (large lot single family, small lot single family, multifamily, and mixed use). The highest value would be an even distribution of housing in these categories.
- *Access to Open Space*
% housing units within ¼ mile of open space (public or private).

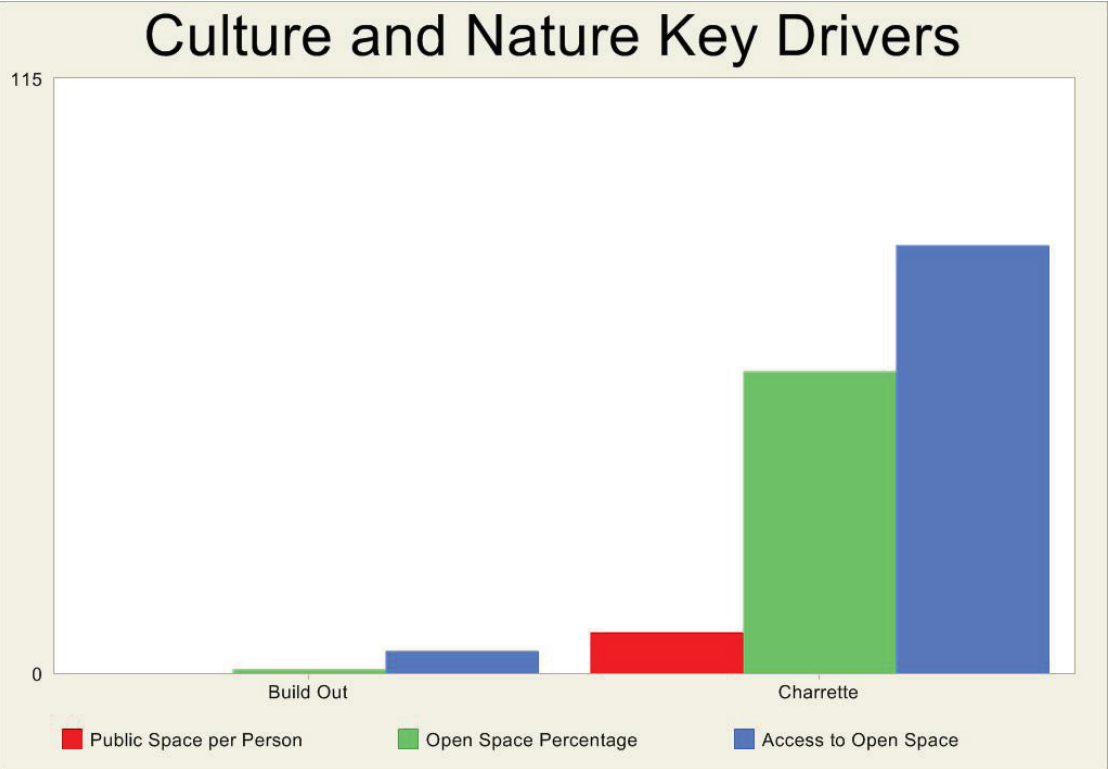


Work Locally

- *Jobs/Housing Ratio*
of new jobs created/# of new housing units.
- *Commercial Mix*
Measures the distribution of commercial entities (among retail, office, hospitality, and light industrial).
- *Access to Town Commercial*
% of businesses within ¼ mile of key access point to Town.

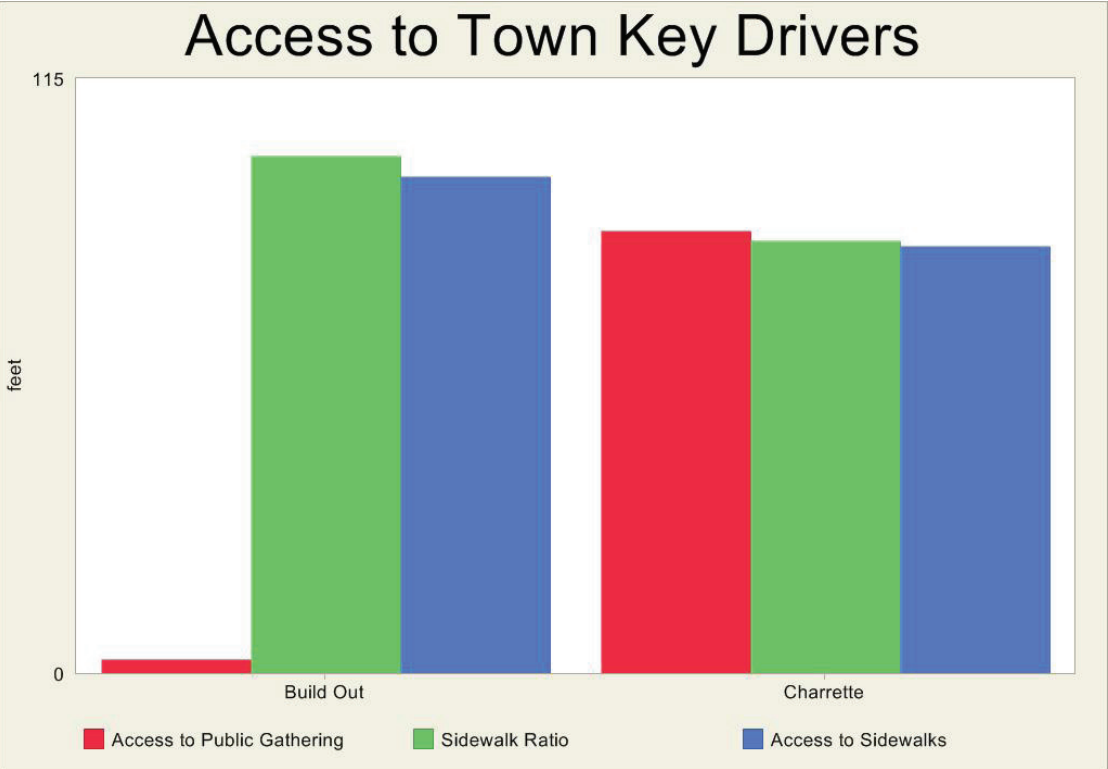


- Culture and Nature Meet**
- *Public Space per Person*
Square feet / person of gathering spaces which include buildings intended for public gatherings as well as outdoor spaces such as public greens and parks.
 - *Open Space Percentage*
% total land area in public open space
 - *Access to Open Space*
% housing units within ¼ mile of public open space

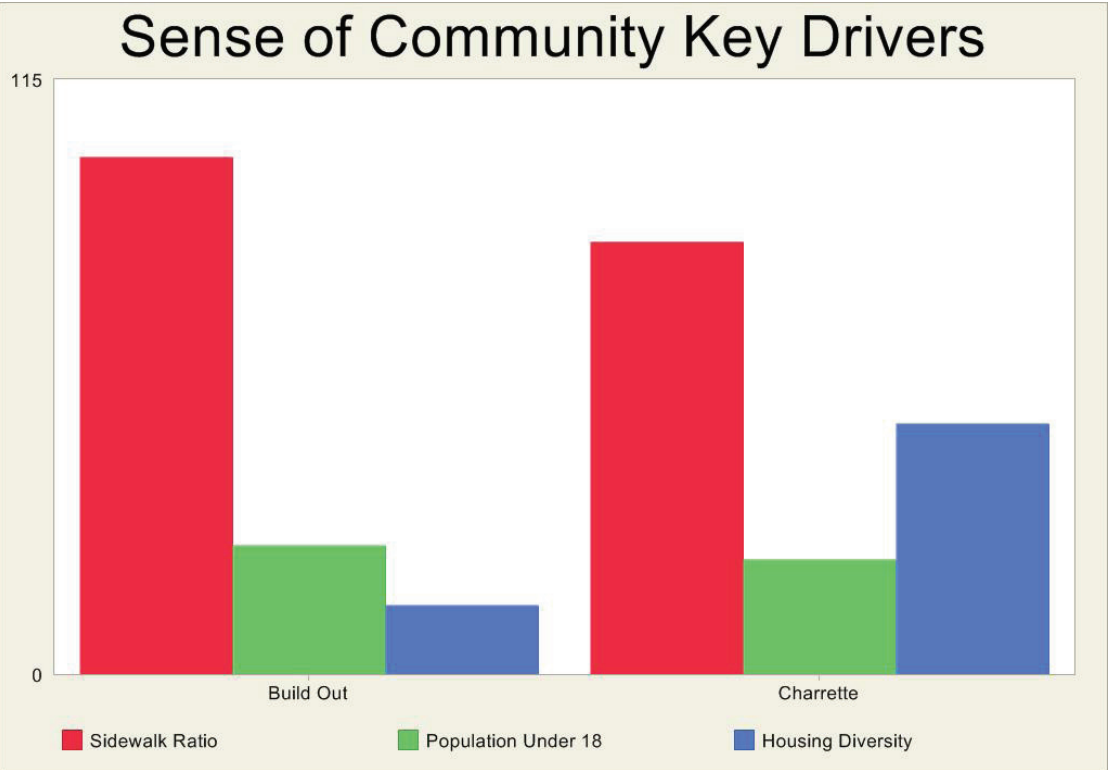


- Town is Accessible**
- *Access to Public Gathering*
% housing units within ¼ mile of public gathering space
 - *Sidewalk Ratio*
% roads with sidewalks
 - *Access to Sidewalks*
% housing units within ¼ mile of sidewalks

Note: In the two designs all the roads in the Build Out model had sidewalks while a number of roads in the Charrette model were considered to be so lightly traveled that they did not need sidewalks. Also, these key drivers do not account for trails which may be developed and used like sidewalks.)



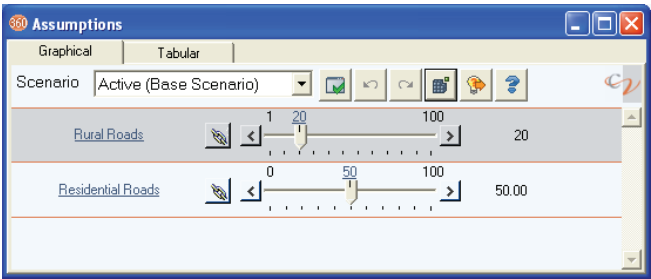
- Sense of Community**
- *Sidewalk Ratio*
% roads with sidewalks.
 - *Population under 18*
% of children in total population.
 - *Housing Diversity*
Measures the distribution of homes in four categories (large lot single family, small lot single family, multifamily, and mixed use). The highest value would be an even distribution of housing in these categories.



Study Area Model

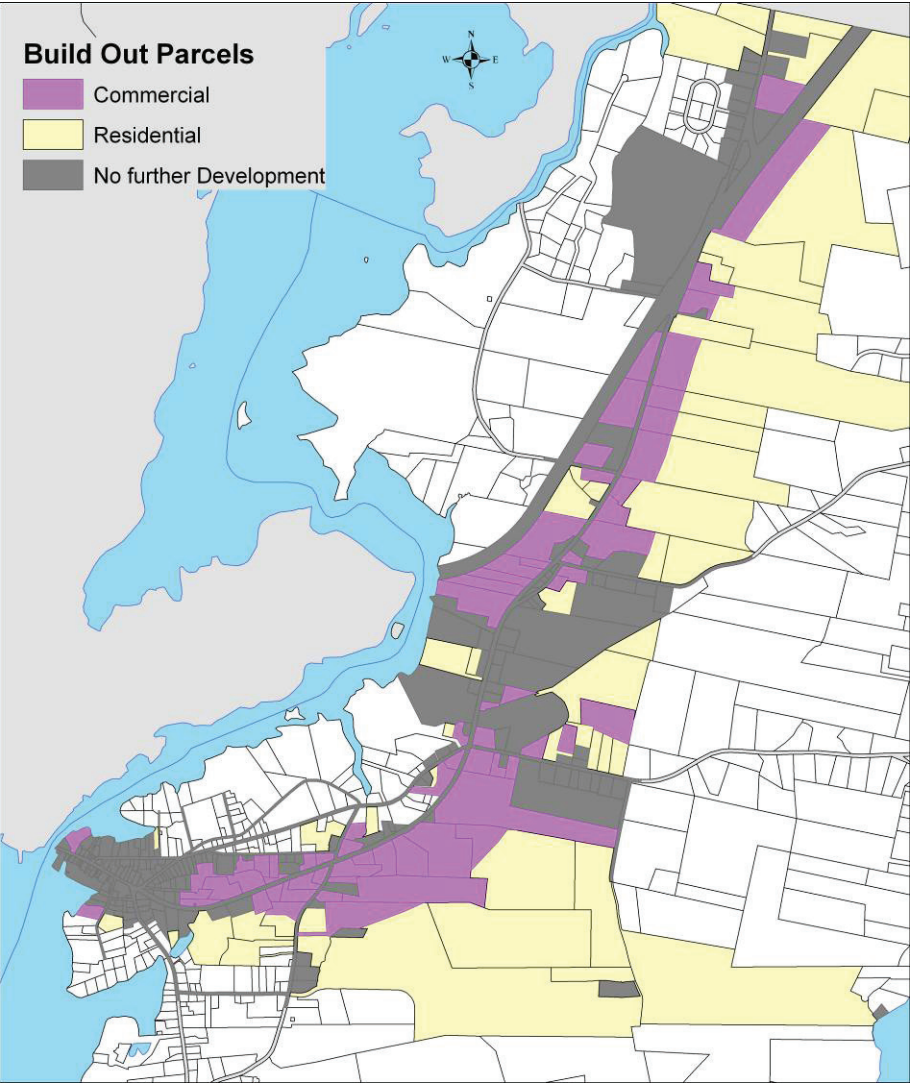
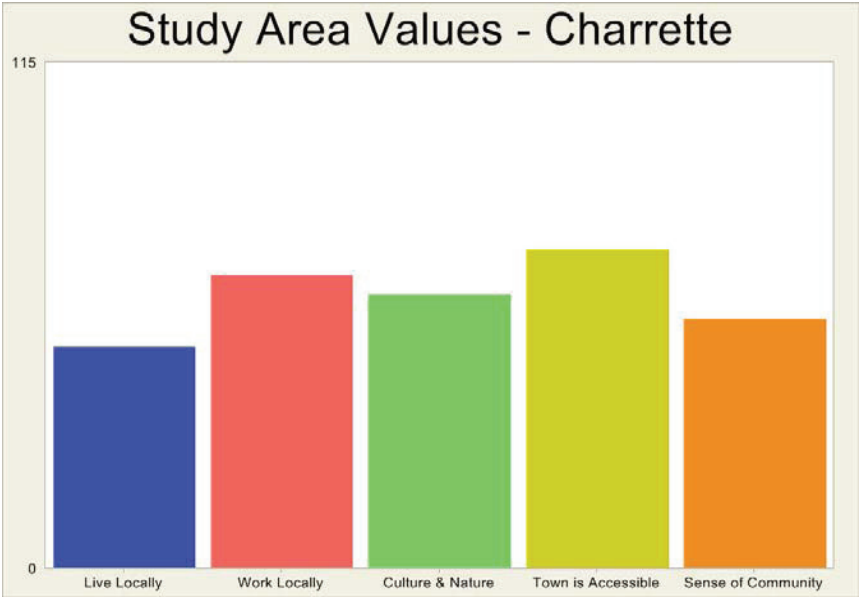
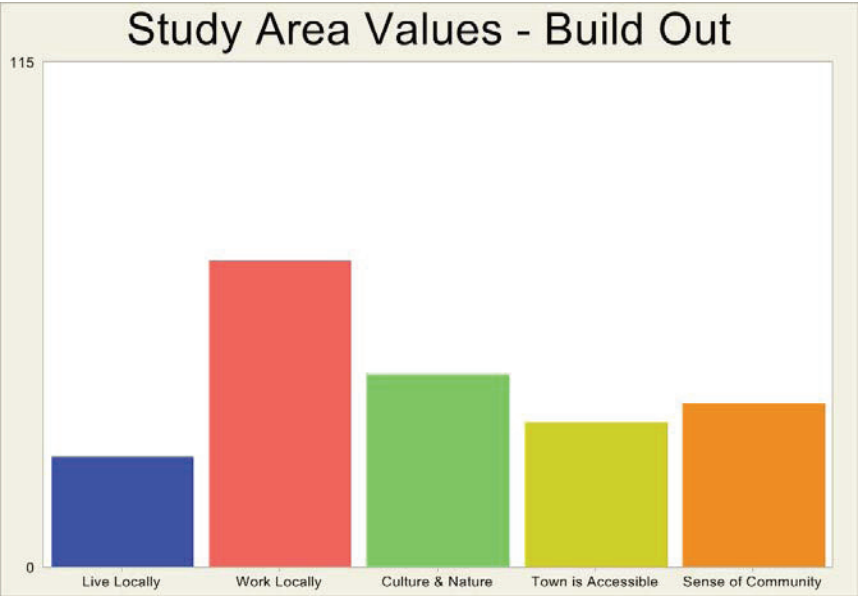
Similar to the Piper Commons model, the study area model was designed to measure how closely different development patterns achieve the values identified by the community. Since we don't have a fully designed model for the study area, more assumptions are made about possible futures. One of the benefits of the CViz tool is that those assumptions can be opened up to the public and modified, both to show various opinions and to understand how the assumptions affect the model.

An example of an assumption used in this model is the linear feet of new roads created on large lots. This figure is used to approximate the feet of new road predicted under a set of conditions in the model. The assumption can be modified by changing the slider bar seen below:

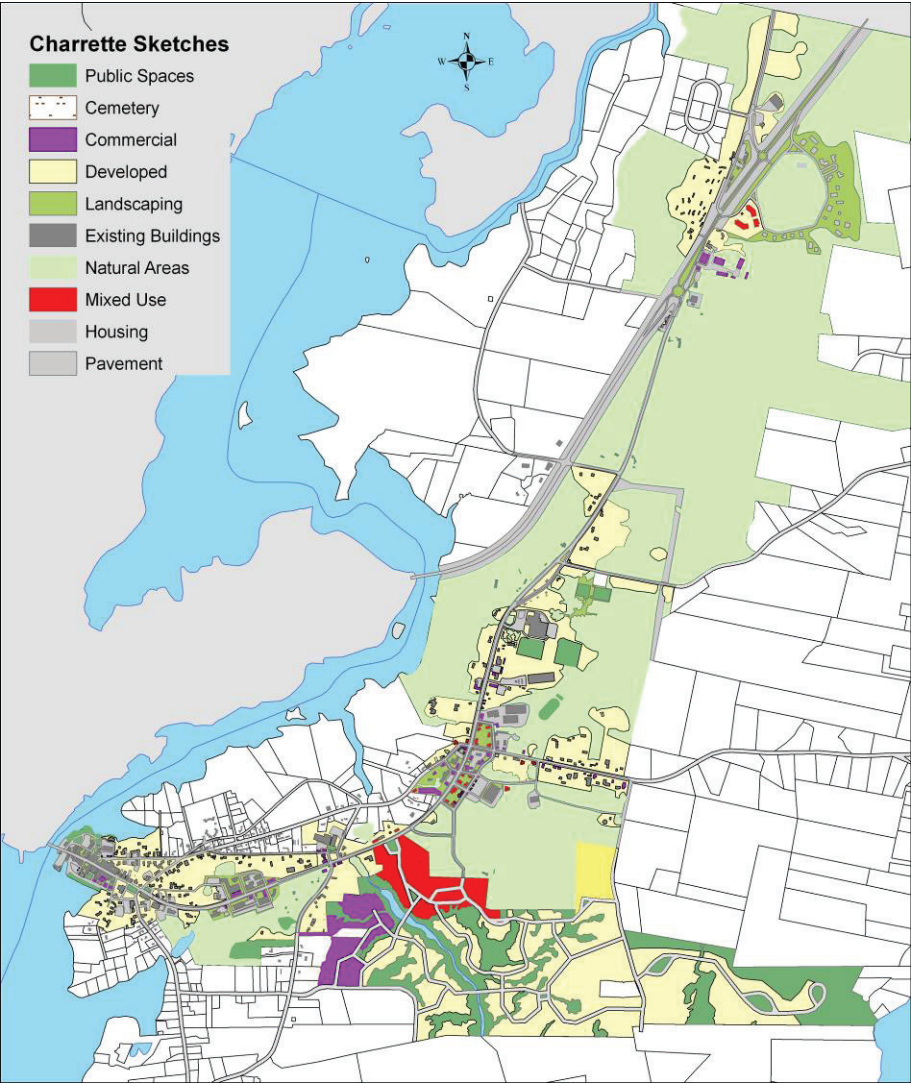


The study area measures the key drivers for build out under current conditions and compares those to the Charrette sketches for the study area and Piper Commons.

The model is intended to provide a relative view of the overall values comparing the two scenarios. In other words, because both models reflect various levels of detail and information, the overall values indicators should only be used to give a sense of whether one option better meets the communities values or not.



Map displaying existing parcels with their build out potential.



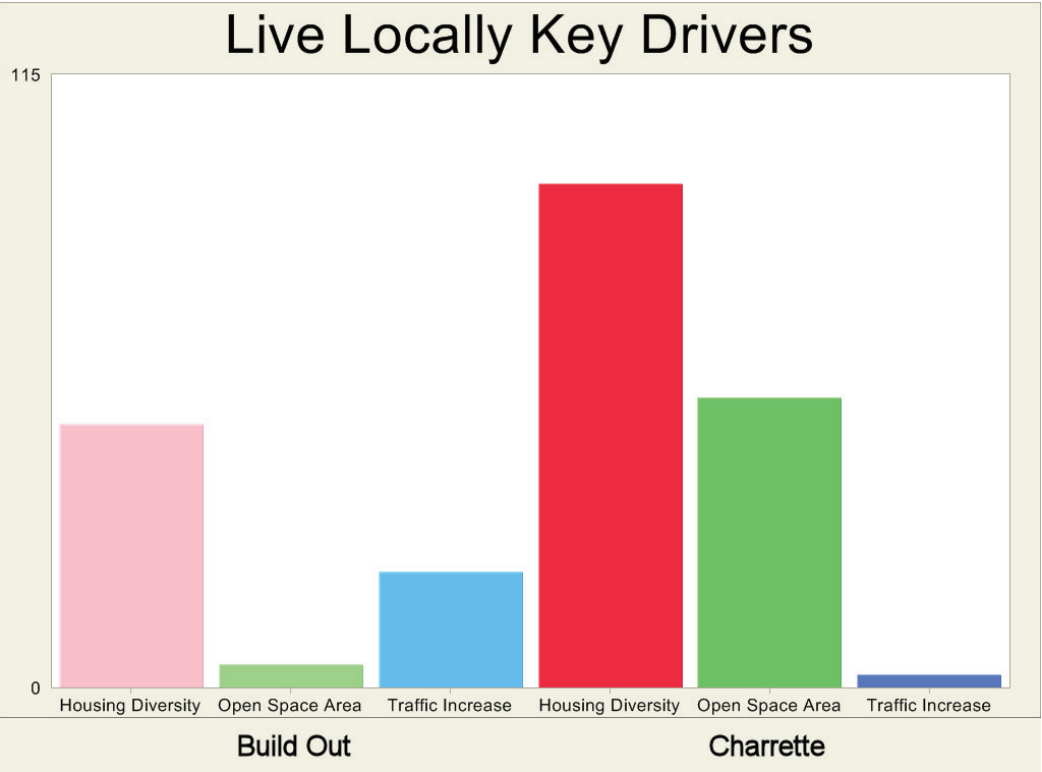
Map displaying Charrette sketches for the study area and Piper Commons.

Study Area Value Indicators and Key drivers

The key drivers developed for the study area are described below:

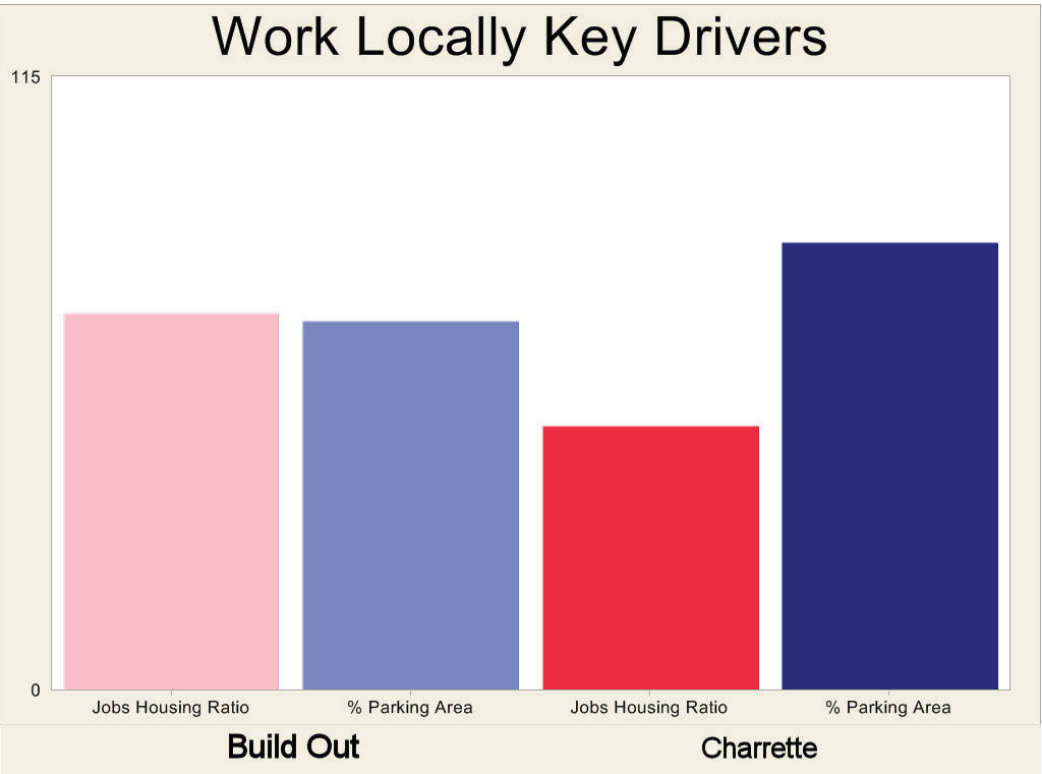
Live Locally

- *Housing Diversity*
Measures the distribution of homes in four categories (large lot single family, small lot single family, multifamily, and mixed use). The highest value would be an even distribution of housing in these categories.
- *Open Space Area*
Measures the total amount of open space as a percentage of land area.
- *Traffic Increase*
Measures new trips / day created by the model. Note: this indicator works in reverse, the more traffic created the less it meets the community values.



Work Locally

- *Jobs/Housing Ratio*
of new jobs created / # of new housing units.
- *% Increase Parking Area Required*
Measures the physical space required by estimating the number of new parking spaces and multiplying this by the average area / parking space.



DAMARISCOTTA CHARRETTE
TABLE NOTES – 10/22 EVENING MEETING

Downtown

Table 1
Town Christmas tree
Sidewalks to Yellowfront
Parking, restrooms, empty storefronts
Can parking be redesigned?
Employee parking – safe, until midnight
Better lighting
Underground utilities
Hide wires behind buildings
Seasonal parking issue – winter employees part to show more activity
Area for people to sit – rest area
Define edge of walkway
Signs for pedestrian crossing
Clearly sign parking
Fill or pilings for Misery Gulch
Boardwalk – pretty safe, quiet
Do not lose parking spaces
Water taxi to Boothbay
129/130 intersection
Increase housing opportunities Downtown
Cottage gardens

Table 2
Parking – satellite parking July/August – by shuttle or walking would be best – businesses use satellite for employees – trolley shuttle
Sidewalks – use better than shuttle
Route 129/Main Street – left turn and light made it worse – need space to go straight to Downtown
Vintage style lighting – if underground utilities]
Public restrooms – like in Camden – could be tourist building or building by bridge
Maintain local character – service oriented (no t-shirts) – bike Downtown walkable
Provide something positive for youth – Lincoln to Downtown – place on way

Park at Griffen property – move dumpsters, benches
Building by bridge – make tourist center with welcome sign
Bike racks Downtown

Table 3
Fewer trucks Downtown – make them go around – Belvedere Road
Trucks add pollution
Direct access to waterfront for working people and boaters – better signage – on both sides of Main Street, better connections to natural environment, i.e., ADA
Add more parking lot in River – fill – dredge
Expand commercial along Route 1
Hannafor – Downtown limit to commercial
Yellowfront area, flooding issue
Go up in back parking lot – not taking full advantage of beauty
Cooperation with Newcastle to address parking
Expand back parking lot – park strip

Table 5
Yellow bollard by fish market – pedestrian safety – not to protect building from trucks
Pedestrian safety in parking lots
Maybe make entrance one way
Not decrease safety
Nantucket case study – dying downtown – learn from others mistakes
What businesses make up a year round community?
Don’t let seasonal business overrun local yearly services
Start with a “core philosophy” for what will keep Damariscotta a real town
What is the big picture!
Limit amount of commercial along Route 1
How do you keep rents down in Downtown
Parking – underground?
Trail from bridge to river – access where dumpsters are now
Curb and sidewallk by fish market to get to water
Lights have shades to prevent light pollution – see the stars

Move parking off the waterfront
Pedestrian friendly
Parking in front of businesses
Change the education (park once then walk)
Narrow streets
Wide sidewalks
Push state for additional launch site
Conflict with aquaculture industry – takes lots of parking, has trucks
Lots of noise – trucks, motorcycles, sign for no air brakes by trucks
Parking – more than one level – parking technologies – garage, deck – automated systems can cost less than a garage

Table 6
Parking area along water Downtown (back parking lot) floods so grass/parks may not work
Improve parking situation Downtown
Have a shuttle service during high tourism

Table 7
River boardwalk
Oyster heaps
Biking on Main
Street trees
More parking
Trees in parking lot
Signage to find parking
Augustine’s becomes condos
One ways
Avoid making Town too cute
Authentic and beautiful
Sidewalk to Hospital
129/130 – widened a few feet? Redesign intersection
Bus shelter at Mediterranean Kitchen
Commercial areas – compact, not sprawl-like
Band shelter/gazebo at parking lots behind Main Street (temporary/seasonal)
Structured parking and dumpsters at Post Office hidden in wood or lattice structure – on Water Street behind Mediterranean Kitchen

Interpret river near Augustine’s – panorama of river – help local businesses
Improve laundromat building – more seaside/nautical
Back decks cooking at river

Table 8
Add sidewalks northeast of Downtown
Lower speed limits
Parking lot treatments for identification
Emphasize waterfront
Remote parking with shuttles to Downtown
Signage ordinance
Improve wayfinding through Downtown
Downtown maps
Limit automobility of neighborhoods
Park space Downtown
Re-purpose buildings for infill

Table 9
Sidewalk out past YMCA to school
Underground utilities
Reduce speed limit going out of Town by Biscay Road and further
Should sidewalk follow Main Road or back roads which are more pedestrian friendly
Bike/pedestrian on Church Street to Route 1
Parking garage off Cross Street? Revenue generating?
Fund-raiser for non-profits too? Or possibly near Yellowfront for another small center or 2 level in back parking lot/maybe with a green or park on second level
Sidewalk on Church Street/Main Street corner
Bad traffic – difficult to cross
Safer crosswalks necessary
Hate traffic light – needs to go to flashing or turn it off at night
Seasonal traffic on Route 1 and local traffic shuttle bus would that help?
Edge areas near water with dumpsters – it’s sad – can we clean it up? Place to sit or path added
Affordable housing needed – much of current housing may be selling to out-of-town – well designed, possibly mixed use

Table 10
Parking – not enough
Water Street field – parking?
Buck Street landing area – common green, get rid of restaurant
Fiber optic
Off-site parking with shuttle
Keep boater parking friendly
Shuttle – more classy than a bus – room for shopping bags
More public transportation – to Portland, etc.
Inns – affordable
Convention center
Central clearing house
Shadows on side roads
Biscay Road – bike path to Downtown
Find ways to cut down traffic
Technology center
Expensive – dislike (visiting) “spend a night not a fortune”
New intersection – not that bad – light helps
Sidewalks to Yellowfront and Rising Tide
Need new sidewalk system
Sidewalks to Lincoln Academy and Great Salt Bay School
Bike paths
Sustainable yards – gardens, wildlife
Ambulance and fire truck friendly
Use Town logo to point out historic sites
Trail like Boston’s “Freedom Trail”
Welcome sign
Trees and green Downtown
Bike and walk to hospital
Common area

Table 11
Car vs pedestrian – choreograph lights – 3 lights timed for breaks for pedestrian crossing
Back way to Yellowfront, would like to see Chapman cut needs to easement
Vine Street needs to connect to Yellowfront
Lights Downtown at crosswalks – synchronized

Bristol and Church and Main – roundabout with bandstand may resolve speeding traffic and congestion
Keep it historical – lights and slow it down
Not necessarily, lights have made it more unsafe – maybe no lights
Signage – stop for pedestrians
Safe crossing at Yellowfront across Route 1B
Curb cut reduction and traffic flow organization with Yellowfront and Rising Tide
Park behind Dr.Griffin’s property to the River and Damariscotta Bank & Trust
Sidewalk and bike to Yellowfront from Downtown
Church and Elm – confusing and unbehaved and fast
Back parking lot could be beautiful
Walking bridge to Harts conservations
Bikewalk and bikeway to Hospital
First National Bank and Baptist Church
Outdoor café near Mediterranean Kitchen
School and Route 1

Table 12
More town squares
Bench by bank is nice
Porta-potty right in sight line
Town sign? Not – too big
Parking Downtown taken by people who live there – new affordable housing shouldn’t congest
35 years ago – more trees, good parking, visual impairment
Trucks come whenever they come (set schedule unworkable)
All ideas on this page – no way
Elm and Church Street – no problem, Elm one way would create parking?
Redone parking on Main Street cut parking, made spaces smaller
Waterfront back parking lot – tried extending once
Replace dying trees in back parking lot – oak can survive
Need more doggie bags
Only one place left for parking – northeast of bridge - may not work out, park instead?

Remote parking – one site nixed for wetlands
Plummer property for sale – museum? Parking?
Back parking lot – explore second level? Views. Structural.

Table 13
Remove utility poles
Downtown sidewalks don’t work correctly
Get parking off the street
Parking close enough to be convenient
Parking mostly summer problem only
Parking stickers to direct parking for various users
Town green and benches and artwork
Parking not accessible and unsafe
Close back parking lot on Saturday’s for Farmers Market
New traffic pattern - bridge to back parking lot one way – Elm Street one way in other direction
Trees in Downtown
Parking garage

Table 14
Extend parking lot? Also increase space by dentist – Dr. Griffen – good for green space
Parking problem – summer, maybe merchant’s parking lot somewhere
Colby-Gale building possibly redesigned for more effective use
Bigger, i.e., expanded park on shore – but do not do away with parking
Colby-Gale = parking garage – two level in J Gallgher’s lot
Covered boardwalk with expanded shore park
Extended boardwalk across Misery Gulch
No place for kids to hang-out, teen center?

Table 15
Clear back parking lot – make it a green
Satellite parking with buses out by the Rising Tide – shuttle bus
Redesign parking in the Downtown
Merchant parking?

Lose customers – small children - don’t know there is parking behind
No signage in lot behind Lincoln Theater
Lousy buildings behind old Damariscotta Bank & Trust
Multi-level parking lot – 3 story parking garage in Freeport – don’t see it
Open up back parking lot, turn that to open space
Elevation of Main Street – at sea level – global warming – under water anyway
Bury utilities!
Green space behind bring in busses to shops – enhances businesses
Boardwalk over edge of high tide area – long surrounds bay area
Empty parking lots at Great Salt Bay/Lincoln – shuttle from there
Tubing with the Tides –reversing falls and Johnny Orr and Bridge

Route 1B

Table 1
Classy signage at Route 1 and bridge
Meaning of Damariscotta “river of little fishes” – oysters
Sidewalks to Great Salt Bay School
Walking or bike path around Great Salt Bay
No strip malls
Safe links between school, YMCA and Biscay Road
Light industry – New England Architecture (like Masters Machine)
Green industries (“off the grid” technology)
Careful of cookie cutter houses (Bayside)
Take Big Dave’s and turn it into depot for shuttles?
Bike parking? Access link? (demolish building)

Table 2
Light at School Street? (dangerous intersection)
Semi-left hand turn lanes don’t work (in front of Puffin Stop/McDonalds). Redo textured surface...not wide enough roadway

Make the character along Route 1B appropriate
Would like to see buildings along the roadway (parking in rear)
Bike lane (with some separation) for kids to ride to school
How to change from free-standing buildings to more density...less car travel

Table 3
If sidewalks have to be on one side only, put them on side with more activity
Strip of land in front of Hannaford should be sidewalk
Multi-modal bump-outs for transit
Slow down traffic coming down hill by animal house
No speed bumps – we have 14 policemen
Make intersections more intense, to make cars slow down – near Rising Tide, etc.
Focus energy — not endless along Route 1B
Allow corner stores, etc. in some areas ok
Commercial and industrial could be larger than retail area
Parking lot outside downtown, but easy walk with sidewalk
Community farm on Round Top property. Community garden.
Community is defined by all kinds of water
Need better views to preserved lands in Newcastle
Need retail to not be one continuous strip, every 500 feet
Shooting club, could be visual break
Upper Route 1 should look rural even if retail is allowed there
Hilton Farm, critical property
Add parks along Route 1B and connect them to residential areas
Sidewalks to hospital
Don't want spotty commercial
New connection to peninsula – Heater Road

Table 5
Main Street one way and Back Street one way
Roundabout @Bristol and Main Street and in

Newcastle, Main and School Street, Main and Biscay Road – McDonalds confines it
Sidewalks from Downtown to School on Main, also alternative along Church Street
Infill along Route 1 – as extension of Downtown
Expand Downtown – allow development like Downtown not one building per acre
No strip malls or suburban type development
Walking trail connecting Glidden to Downtown
Trail down Bristol Road
Bikers go down to the point – can be dangerous
North entrance to Town not as attractive – farms are nice, Subway/McDonalds not as nice
Main and Biscay intersection – north-northwest corner has nice view, can be developed but preserve view
Signage
Shoulder on road – can make people go faster
Curb cuts/access relooked at with sidewalks
Shared access at curb cuts
Gathering space

Table 6
Use trees and landscaping to hide older buildings with parking lots, not liner buildings
Minimize curb cuts along Route 1B
Route 1 is not the best place for sidewalks – they are more appropriate on Church Street and the back streets – and Church Street especially
Any new commercial should have better architecture and should address the street – parking in back
Pay attention to lighting to control light at night – protect night sky
Route 1 Bypass – strengthen no build zone – add another buffer zone
Preserve Chapman Farm property and at north end of Route 1B – keep for open activities like the Rummage Sale, etc.

Table 7
Bypass for Route 1
Sidewalks
Bike path

Landscaping and large setbacks
Larsen Lunchbox – small charming stores
Tree plantings
Liner buildings on parking lots (Oyster Shacks)
“Oyster Center”
Welcome to Newcastle/Damariscotta – one sign, not two
Bryant Farm, Chapman’s Farm – save
Small family business, not big corporate box
Keep Veggie Place, Browns
Protect field (where Walmart wanted)
Northern introduction to Town
Cross at Rising Tide to Yellowfront safely
Picnic tables at Whaleback Midden

Table 8
How to handle growing traffic issues in corridor and Town?
Safety is paramount through whole corridor

Table 9
Would like to see some area designated farmland/ community garden – love to see it near school or visible/accessible
Would like a wooded park with paths
Sprawl is unappealing
Zone for cluster housing with farmland and woodland mixed in – natural green space
Love to see night sky – very concerned about light pollution – use lights that point down – add something to ordinance regarding lighting (Bar Harbor passed an ordinance)
Sign ordinances to avoid lighted signs
25% of Lincoln County is over 65 – aging population
Need places to interact generationally in town to benefit whole community – co-housing, senior housing mixed in; can mix it in Downtown also; also not isolating older people or affordable housing
Link school to Piper Village area
Issue – Route 1B is ugly/unappealing and you have to get in your car to drive in everything – need to widen or somehow make more appealing

Need link from YMCA and school to Downtown for pedestrians/bikes/golf carts
Orient Yellowfront/Rising Tide areas back to neighborhood to get more people walking
Traffic – alternate path to get traffic out of Downtown to get traffic out that doesn't want to be there/those just trying to get to other places
Add green area in front of Hannaford to Yellowfront to edge the areas and close it in
Street improvements, mixed uses on Route 1B, not more strip development
Some light industrial or green industrial
School/enterprise integration, possibly at Round Top
Horrible impression of Lumberyard and Rummage Sale – put it out back, add trees
Add nicer gateway to Town

Table 10
Clusters of development vs spreading out
Gas backwards
Building consistency (visually)
Form based code
Downtown feel
Parking in back
Park once idea
No strip malls
Buildings on road
Walking and biking friendly
Redevelopment
Prevent strip malls
Shuttle from Downtown
Welcome sign
Gateway/entrance
Inn or conference center
Hiking trail
Recreational area
Area for town activities
More connectivity

Table 11
School Street and Route 1B rotary
Works well – how soon

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

PUBLIC COMMENTS FROM OPENING NIGHT

Can horse and buggy be driven safely on Route 1B?
It would be nice to be able to walk, but otherwise pleasant to drive
Traffic could be resolved with rotary
Not too many lights
Feels like countryside – not a strip yet
Needs more connected protected open space
Well landscaped – landscape business
Affordable housing
Address needs of seniors in the design
What doesn’t work
Area by the YMCA looks junky – impacts to middens from Y
Need a shuttle from Route 1A and Downtown and Newcastle – a loop – to: twin village loop – serve seniors and teens
Like to see the area remain rural
Thoughtful development – walking community
Preserve rural character
Too much traffic
Safe walking all the way to the school – bike trail – walk plan
Walking
Height too high buildings ruined the view, young-uns kids clothing
Worry about unintended consequences – of existing codes on neighborhood character
Concerned about historic preservation
Keep open space and river access
Keep it the way it is but add walking and access – at Route 1B
Route 1B and Belvedere – something to slow traffic on Route 1B
Better entrance from north
Reduce volume and noise of traffic
Reroute large trucks – back Meadow Road
Skating area
Skating behind the Yellowfront – resurrect
A playground closer to Downtown (Dr. Griffins) a beach...
Round Top choice, works undeveloped potential
Damariscotta River Association community gardens

working farm school at Round Top
Community gardens Downtown behind shared back yards

Table 12
Fix sidewalks all the way to school and Yellowfront
Not on private land – purchase some land
There is a useful little path – put a boardwalk so not disturb wetlands
Idea for a place for a park – south of Route 1B, behind Rite Aid and carwash; rustic, paths through trees; swings, picnic tables; owner might be willing to sell; also where dumpsters were shown
Need sidewalk on Chapman Street to Mobius
Or another pedestrian/bike walk adjacent to Yellowfront and end of Vine Street
Don’t want “fancy town” – for sidewalks, don’t care if buildings all look alike
Need small island (not circle) at Baptist Church intersection
Farm – pen for animals, public spring, long history (long range idea)
Visual insults – high risk lighting, utilities, sign, benches and flags and flower pots should be ½ size
Roundabouts at School Street and Biscay Road
Hotel/motel up near Route 1
Buildings near street – no, snow, doesn’t slow traffic
Difference of opinion on cars in front or behind buildings
Idea – 24 X 7 health care clinic

Table 13
Sidewalk to school
Sidewalk connectivity
Bike routes
Roundabout – traffic problems
Large trucks – slow, cover 2 lanes at Pooles
Roundabout – island is accessible
Bike paths separate from Route 1B
Change ordinance to reduce setbacks, greater density – allows smaller lot
Encourage business to increase taxes to support change

Reduce visibility of parking
Roundabouts at School Street, Biscay Road
Sidewalk – both sides School Street to Biscay Road – both sides from Biscay Road to Downtown along Route 1B especially if commercial development; one side from Downtown to hospital; down Biscay Road to Piper Village access
Encourage specific commercial uses in ordinances to make use of sidewalks
Maximum setback provisions along Route 1B

Table 14
Like clusters of activities, i.e., Yellowfront and Belvedere – like better access like roundabouts
Grateful Route 1B – less than Wiscasset, slow traffic down, getting through
Alternative routes to Route 1B to get people through Town
To show traffic = good, make nice to be in, e.g., boulevard – street trees, sidewalks, etc.
Minimize curb cuts
Service roads – connections at rear of developments
Encourage alternative transportation
Embrace cross-streets – not farmland any more
Maintain established village character
Not a 4-mile strip development
We do need development somewhere – but no strip development – appropriate characteristics to area
Development should not focus solely on Downtown, but encourage where development is wanted to go
Provide proper infrastructure for where development to go
Not mixed use, separate areas for separate uses
Rockland good model and Freeport
Job creation and growth zones
Opportunities for college grads
Keep Newcastle in mind

Table 15
Left out – plan for improving nutrition
Residential behind Yellowfront – no path/connection from Chapman

Connect Vine Street to Yellowfront Chapman
Wetland? Boardwalk
Walmart – big boxes on Route 1 suck life out of Piper Village and Downtown
Stores on Route 1B moved from Downtown out
Push to move library out of Town – lucky to keep it there
Similar space-cap laws in Nobleboro, etc.
Sidewalks on at least one side of road – 2 sides out by Hannaford – lets people walk on both sides – encourage this
Walking access to schools – at least as far as school
Cross walk across Route 1B in vicinity of Whaleback Middens
Particularly dangerous – cut between rocks – Rite Aid to Animal House – walk on either side, lousy footing
No connection to Mobius
Gazebo/commons/event space similar to A & C Tents in Boothbay – music, fair, etc. – park space - out by Damariscotta Bank & Trust – could be Round Top
Draw people to spot back of beauty of location
Gateway to peninsula – signage, parking
Convenient to Route 1 but beautiful
Big concepts – gateway, public gathering spot
Walking paths
Strip along Hannafords to Damariscotta Bank & Trust
Other options than strip development
Bike/walkway that links one end to the other
All the way to Belvedere and Damariscotta River Association
Connection Damariscotta River Association to Midden, town
Tourism
Bike path from Academy Hill to Pemaquid – 17 mile bike ride but too dangerous - take train up to Maine with bikes and ride to Permaquid – benefit for entire region
Strip development beyond Great Salt Bay School

Piper Village Area

Table 1
Hotel – condo hotel – hostel – large price range
Mixed use – housing
Fit in with Town
Can’t be like new lobster shack in Wiscasset – don’t pretend to be Maine
Link to Biscay Road/Great Salt Bay/YMCA by bike and pedestrian

Table 2
Mixed use with green buildings
Two types of residential – affordable for young people, widows and widowers
Tax base – a lot of nonprofit tax exempt
Mix houses and shops levels
Small hotel with banquet room, conferences
Room for light industry (no smokestacks), green industry, “Green Energy Business Park”
Incubator space (shared)
Teen center not appropriate – too far from Lincoln
Bike trail through Piper Village ... “connector” to Town, Business Route 1

Table 3
Castner Brook is last remaining wilderness in Damariscotta
Muddy Pond should be protected – migratory issues
Minimal commercial in Piper Village except highly specialized uses very different from Downtown
More consolidated housing to preserve open space
Developers should pay their fair share – schools, police, etc.
New road connection form Heater Road to Piper Mill Road

Table 5
Not what goes in Downtown
What if it were all a park?
Wait till you know your “core philosophy” – then plan open space with density

Over Bayport

Table 6
A lot of rural land preserved
Concerns about rifle range – possibly rural area surrounding it for more buffer
Accessible hiking trails
Wildlife consideration/corridors
Concerns about traffic impact on School Street
No commercial on School Street
No urban sprawl in new development
Keep development rural – minimum paved roads, there are 3 paved roads in Town and that’s enough
Concern about water runoff due to proliferation of asphalt
Leave signs off roads – keep this secret treasure secret
Utilities underground
Protect wetland
Use sustainable designs to deal with water runoff and keep area more natural
Residents want some say in how it’s developed (form based codes)

Table 7
Industrial area (yes and no) along Heater Road
Wildlife corridors protected/bicycle path to Town – together?
Heater Road connection to Town
Buffer rifle range from residences
Clustered development/allow natural space to be preserved
Protect water flows/streams
Pods, clusters, centers surrounded by green spaces (like Lewis Point)
Mix of types (apartments and sales)
Medical facility
Art facilities? Cultural centers, community centers
Do not lose what is Downtown – complementary uses not competing
Community gardens, community supported agriculture
Playgrounds, sandboxes
Public access to lake

Studies may still be needed: archaeological sites
What effect on wildlife? On water? (Muddy Pond, Damariscotta River)
Study wildlife corridors – on and off of site, especially within easement

Table 8
Sustainable walkable development, but really protecting Muddy Pond
Connect western part of property to Downtown/ Yellowfront
Upgrade School Street for bypass truck route?
Conservation of much of the land, hiking/Town Forest
Community center 200-300 or more people/large gatherings
Bike trails/pedestrian access
Is growth wanted? What is the impetus?

Table 9
Inviting neighborhoods
Not cookie cutter
School Street needs to be redone
Not so much commercial that it competes with Downtown
Multi-income neighborhood with links to Downtown (and multi-age)
Add a park/green space/public gardens
Hotel/conference center
Satellite higher education (Bates, Bowdoin, Colby)
Group houses for neighborhood feel
See neighbors
Clusters/green areas
Busses run regularly to get people Downtown reliably
Business? TJ Maxx only – just kidding

Table 10
Space environmentally friendly
Green area
Houses closer together
“Village within a Town”
Mid-low income families
Focus on downtown

Small livable spaces
Higher value homes at one end to — lower value
Living units – apartments
Open space
Tennis courts
Service buildings – cobbler, etc.
Jobs – higher paying light industrial
Affordable housing
Mixed housing
Large open common
Accessible
Don’t take away from existing stores and restaurants
Eco-village
Commercial areas – close to road
Mixed use open space
Ballfields
Playgrounds
Access to Yellowfront
Outdoor community area for festivals
Day care center
Young family living
Industrial
Keep it the way it is
Convenience store
Don’t compete with Downtown
Bike paths/walking friendly
Underground utilities
Family friendly
All weather transportation ex. Trolley, shuttle
Kid oriented and quiet areas for “old folks”
Community garden
Solar power
Wind power – go green
Research education
Ask students what they want for their future

Table 11
Arts center – model of the complex – conceptual model – retail, classrooms, performance
Steam – wildlife corridor – important to Damariscotta
River watershed – Castner Creek
Sewer fees, increased sewer fees, impact on oyster

culture increased discharged could impact the industry
Will it affect taxes, water quality – schools capacity, sewage capacity – growth capacity
Route 66 snowmobile trail – maintain recreational connections
Residence
No more growth – growth will change rural character of Damariscotta
Keep in mind the children, but we are most elder town in Maine
We don’t want to be NJ – not replicate other places
Undeveloped property is tempting to build on, once it is built, it is gone, cannot be brought back
If the arts center doesn’t fly – Town is stuck with it
Gateway 1 comprehensive plan, required made the step towards smart growth
Regional outlet
Piper will have an impact on the region
Opportunities – preserve open space, save as much as possible; arts center to complement Downtown – modest, large center is iffy
Cluster housing and open space – walkable
No development – show development
75% preserved as open space

Table 12
Affordable housing and more: retirement, single, duplex
Industry, light industry like “Science Source” in Waldoboro or Tool Place
No need for art center
Attract young people – jobs (small business, industry), housing, families
Schools losing students
But Pumpkin Festival had a lot
Affordable housing, but not trailer park
Transportation for older people or retirees: shuttle?
Cluster housing: we like the idea, 3 acre too big?
Country townhouses: consider? Market, younger buyers, woods, no need to mow
Meadows
Need mix: town, individual, range of prices
Too much mowing: “how vain is that?”

No high rises
What about a wind farm?
Need to attract young people, jobs, mix of ages
Community Supported Agriculture (CSA) in Piper Village? Sunflowers, Edgecomb already does some
Or community garden space in cluster development
Access to Downtown: High Street is steep! Winter. Maybe change School Street?
Design for winter: smaller houses, LEED standards

Table 13
Connections between Downtown to Piper Village – direct road access
Commercial along central road with parking to rear
Low impact commercial
Uses that do not exist in Downtown
Should build low impact green development – a modern village
Mixed ages
Eco friendly
Town common included along brook
Zero lot line homes
Need family friendly neighborhood to get more kids in Town
Need walking access to Town
Protect pond from development
Cluster housing with large common areas
Multi-uses with eco-concentration
Multiple access points – not a dead end

Table 14
Need housing for seniors – first floor living and fireplace and two bedrooms upstairs
Do not want a second town, but convenience store OK
Self-contained, walkable community, total recycling
Green community – walk to Rising Tide, high density with village character
Address traffic on Route 1B, traffic already saturated
Manage development with the traffic
Bring young people to Town – vocational school
Various light industrial manufacturing for wind, solar and high tech stuff

Recreational trails with places to go – trail network, arts center, magnet for people to come here
Preserve taxable land
What type of business is acceptable?
School – vocational
Change retail size cap – keep size cap
Do not create 2 Downtown
Make development compatible like Freeport McDonalds
Retail development – local or national – have ordinances to fit Damariscotta
Architecture does not have to be of 1800s, do not be bound by 19th century architecture
How to monitor character? Have ordinances to regulate quality of development but does not restrict the developer
Does not necessarily be developed; public could acquire Piper Village and make it into a park
But, taxable property needs to be maintained, but preserve most sensitive areas, but allow development in less sensitive areas
Break up Piper Village into various areas, preserve recreational space so residents can use
Cluster development to preserve open space

Table 15
Rifle range?
Respect existing snowmobile and cross country trails
Route 66 snowmobile club
Businesses complement Downtown?
Cluster housing
Smaller housing, above businesses
Older people who want a smaller place
Mixed ages – mix of housing types
A lot of green space
Respect green space – this means more money
Beautiful woods out by Assembly of God Church – very pretty, unexplored
Enhance nature’s goodies – promote, protect and make accessible

General Ideas/Thoughts

Table 3
How will we pay for making changes?
Developers will make infrastructure improvements on their property
Plan will get voted on by Damariscotta voters
Public transportation, along Route 1B – shuttle
Planning that doesn’t lead to changes – example, no underground power lines in Downtown
Town needs money to implement plan
Dream needs to be grounded in reality
Presentation – too tourist oriented – should not be planning for out-of-towners

Table 13
Civic center
Infill- increase density
Tope ideas – parking problem, eco-village needed
Cross generational use should be the goal

** PLEASE NOTE, THERE WAS NO TABLE 4

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

COMPLETE RECORD OF NOTES FROM FOCUS MEETINGS

DAMARISCOTTA CHARRETTE

FOCUS MEETING # 1 – ACCESS TO NATURE

AND CULTURE

10/23/2009

(approximately 29 people)

Nature
Damariscotta River Association – protecting? access?
Interested in developing responsibly, primarily
protected by Shoreland Zoning, Association’s purpose
is conservation/easement — public access is important
part of mission
Back Parking Lot – often maintained/cleaned up by
business community
More flexibility if own land outright
Pemaquid Watershed Association – efforts limited
by ability to manage, establish priorities (as does
Damariscotta River Association, Sheepscott Valley, etc.)
Need some preservation of taxable land base – small
town /small land base, no reason to remain tax exempt
(hardship/put some non-profits over the edge), sale of
property with some limitations on future use
Some information about costs to community of
developing open space
Conflict with public values – adjustment of dependence
on property tax — tax reform
Politically difficult to tax non-profits — impact on
churches
Back Parking Lot – needs attention
Role in shaping Piper Village development –
opportunity for linear park
Downtown – parallel planning process for Shore/
Harbor – can natural strip be expanded? (rain garden?),
linkages? wayfinding? special paving?
Observation – land trust preserve signs: inviting or
discouraging access — doesn’t say “Welcome Here”
— need for inviting signage; parking is always an issue
– tucked away, maybe make them more obvious; should
be map of how to get into Town/identify key natural
locations/maybe signs on roads/kiosks; good trail book
is available; nature and culture map linked by bike/

pedestrian paths — even out to Great Salk Bay/Piper
Village — central parking, maybe with access to bike
rentals
Entrances to Town – “Welcome” – mixed reviews last
night — seek balance — locals can find things, could be
more of a tourist issue
Parking lot on other side (dumpster park) – needs
attention, also near Back Street Landing (closed) as a
commons area – band shell? more active?
How willing will landowners be to provide easements
for trails? Snow mobile community seems to be able to
get them (some formal/informal)
What about the lakes – beautiful, public access? —
conflict with owners; not all have public access; one is a
public water supply/other is vulnerable to degradation
(check state data base); non-motorized boat access –
kayaks?
Damariscotta Watershed – pretty well protected by
Water District
Balance important between access/use and degradation
Bridge/Back Parking Lot – in fall, close lot and have
Farmers Market/craft fair with satellite parking/shuttle;
alternative suggestion – close Main Street to do this;
takes care of some issues/creates others — for retail in
US – need cars going by slowly and need parking
Management/not permanent change — experiment

Arts and Culture

Vibrant, everyday, room for a lot of collaboration/
shared space (a lot of competition)
Is talk of culture inclusive enough? Do in-school
education – could be used/integrated into schools
better
Need serious thought – huge rift between locals and
the away people/strong alienation — try to eliminate/
ameliorate that divisiveness
Demographics have changed a lot – rather not get into
this divide — instead go into schools/draw in kids
Enhance the traditional arts
Propose one art center (facility – keep separate users/

groups) – allow any arts to participate — question why
want to do that? — cut down on divisiveness; Brunswick
area – a lot of collaboration (Maine Arts Foundation –
wanting to fund those collaborative)
Piper Village area – community performance/
exhibition space — need modern facility — phase in
Don’t want to see this □ happen – that would cause
Downtown to die — what happens to money needed to
renovate Lincoln Theater — advises caution
“Arts” as business – economic development — also
expect growth — bigger pie
One of richest areas on East Coast for arts — artists
need to make more effort to showcase their arts
What about community? Outdoor music — community
use of space, not just about arts, places: Round Top,
Back Parking Lot (needs to be improved)
Not sure about one center – have number of spaces
throughout town
Senior citizen – feels threatened, afraid to loose
home — these things are great, but will cost money
— Damariscotta has highest taxes in area — so many
non-profits
• Impact on tax base
• We struggle in the winter
• Why go to another spot (Piper Village) until
completely use the existing spots
Strong reaction to build-out map — should plan for
future growth (20+ years)
Imagining how we would like it to be – know what we
want to help make decisions as conditions change
Open space is one thing we all can use – not cost money
that would be required if developed
Round Top Barn seen as community resource – contra
dances in summer; want to increase use
Close gap between natives and those from away; find
carvers/sculptors to carve pumpkins for Main Street;
Pumpkin Fest brings a lot of folks into community —
helps merchants
Isn’t music performance space through winter –more
of a problem, need small performance space, way to
make it thrive – use churches – recently St. Andrews
Downtown (frequent merchants afterwards)

• Need one “more psychological” space – feed off
each other
• Theater is not good space for music (acoustics)
Lot behind Renys – set up temporary bandstand – great
views, not close in/obstruct views; at gardens – play in
closed space but able to look out at views
Don’t want – beautiful Downtown ignored — issue
is parking structure in Downtown — keep focus
on Downtown; Downtown is also constrained by
geography/space
Need somebody/some office to coordinate these things
— get along, but duplicate
Only one native-born here – why is that? This happens
all the time (should be more here — why? what need
to do to get them here?) – this tension may be more
of mythology than reality; sometimes natives don’t
recognize what they have, folks from away “chose” this
place; some do want to know/feel excluded
Another group not represented – youth – ice skating
rink for kids in winter and playgrounds

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

COMPLETE RECORD OF NOTES FROM FOCUS MEETINGS

DAMARISCOTTA CHARRETTE
FOCUS MEETING # 2 – ACCESS TO TOWN
10/23/2009

(approximately 29 people)

More sidewalks – no sidewalk to school Route 1 B, Bristol Road to hospital
Rule that sidewalks have to follow roads? Example of roundabouts — can use paths
Question of rights-of-way – low income housing to the co-op — established used path, has not been restricted in past (adverse possession)
Back parking lot
Crosswalks – had four, one removed; working for pedestrians but not for cars – almost too close together — creating a problem like in Wiscasset
Bump outs – can’t park, causes road rage, ties up traffic — only purpose is to host sandwich boards; when pedestrians step out, drivers can see them
Crosswalks – intersection with Water Street/parking lot/Cross Street – no crosswalks, one of busiest intersections in Town
Spot in front of Fish Market – difficult spot, cannot see — eliminate parking space — was suggested to make one-way
About 14 parking spaces removed in Downtown where bump outs are – not happy — didn’t beautify streets, why need them – problem with snow plowing
Intersection with light (Church) – problem vs improved back ups; enough traffic for left-turn lane onto Route 129 S – no right of way width; should be light with an arrow (let south-bound turns go first), designed for a one-way street
No sidewalks from Bath Savings around corner into Town
Newcastle Square – discussion about change – lost/unavailable funds
Gateway 1 – 20 towns – preliminary findings, Damariscotta has signed on (memorandum of understanding) for next 18 months
Oyster growers parking in Back Parking Lot all day – no

place to park – also need place for in-town workers – shuttle?
Alternative launch sites for businesses to launch
Town dock – limited depth, parking spaces, places to pick people up — better utilization of waterfront; use Colby-Gale: tight
Public docks – find another site (talk with Mitch Raser)
Main Street – gravel trucks in summer, get stuck, exhaust pipes spew fumes, etc. — alternative route to get around Downtown
Need new road from Route 1B at north down to Bristol – wetlands?
Upgrade School Street in Gateway 1 report/study
Spots for deliveries – then make deliveries from there

- Designated place – hard to “schedule” deliveries – requested a “call” – won’t/can’t figure out how to get to back of stores
- Congestion creates issues for emergency access

Truck routes around Town – post no through trucks, except for deliveries, come in from northern access point from Route 1 — approach contractors to encourage use of alternative routes
Damariscotta has most parking on the Back Parking Lot – waste, parking garage then better use of Back Parking Lot for green space/access to water; 14 dedicated spaces, enforcement problem, parking tight – range of opinions on ability to lose any spaces
Hospital owns (Huston Dodge) property – may have deep water access
Credit card to lease bikes (Zip Cards)/alternative “free” systems
Public pier – (Mitch) – initial discussions with Department of Environmental Protection have not been encouraging, finger pier on one-side of launch, issues with outfall on other side — three concept plans; outside study area – marshes; signage, different ways of circulating – safe circulation/passage to waterfront area
Any options accommodate special functions – (Mitch) – yes, seating/screening issues — alternatives to look at; more events will draw more people/cars
Lighting at night?
Public restrooms, (Mitch) – do Main Street first

(temporary substation at plaza), then do waterfront – who take care of (town/others)
Back Parking Lot – festivals – buy hamburger, no place to sit down — benches; could expand over riprap, but not for parking; run dock off the gulch — or span the gulch — central location as a focus; still trying to locate outfall – possible excavation/finger pier and float — water dependent use — aid with permitting
Need better designed roads – Yellowfront/Rite Aid out to Great Salt Bay School – mishmash system at least out to Hannafords
Issues with Bristol Road – traffic control, speed limit not observed, no sidewalks, no crosswalks, trucks airbrake down hill near hospital, anxious regarding increased congestion with future growth of area – Miles Road intersection is High Accident Location; proposals for one-way systems – anxious that that might be eventuality; low cost options – signage (state road) — control — perhaps should become Town road — look to self for maintenance (fund own repairs)/control
Great businesses along Route 1B – feel out of it/don’t feel connected to Downtown – could address with better connections to Downtown (out to Hardware Store) — sidewalks, infill, build some “liner buildings” alongside roads
Piper Village – need sidewalk connections, interconnections to back side of businesses; has lots of trails (not publicized – easements may be dependent on not publishing) – hook them up – available to public, involvement of snow mobile clubs – could they be used for walking trails
Crosswalk – new Rising Tide to Yellowfront (just got funding for sidewalks)
Speed limit signs are important, land use/way developed influences travel speeds — spatially enclose roadways (sidewalks, trees...)
Roundabouts good for traffic flow– reduce conflict points and speed, not so good for pedestrians – look at Biscay/Church/Main
Use of shuttle bus service – in service center areas (Jefferson, Newcastle, Bristol) to transport shoppers to Damariscotta — feasible if guide enough development

into area – light rail service? bus-rail connection (former Maine Department of Transportation Commissioner’s proposal)
Sidewalk to Yellowfront area – a lot of parking – use as satellite – sidewalks to walk to Downtown
Elm Street? No parking either side – other proposals; sidewalk full length – will narrow road – probably won’t be able to park, at least on both sides; speed bumps?
Church Street – cut through to avoid intersection / light/congestion in town
Parking both sides forces driver to slow down
Place for employees to park during summer

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

COMPLETE RECORD OF NOTES FROM FOCUS MEETINGS

DAMARISCOTTA CHARRETTE

FOCUS MEETING # 3 – WORKING LOCALLY

10/23/2009

(approximately 25 people)

Hospitality, service industry
What about industry? Manufacturing in hubs/Piper Village area
Electronics coming back into Downtown at site of former beauty salon
Brain-drain: increase income level to stem loss/ draw folks back — very service oriented, what do to market Town to draw people and their assets here — want more people, reduce average age of Town; demographic trends – aging, retirees; maybe not more people, but more jobs
Concern about loss of tax base to non-profits — allow/ encourage some development, consistent with their mission, to increase tax base
Want new population growth –
• 20% >10 years – ?
• stay as is (0-5%) – generally, not population growth
• > 10% – ?
If want more jobs, will need more affordable housing — in Virginia – gives discounts on bank loans for service providers, so can afford to live where work — must address that
Want better jobs
No incentives from the state – why a lot have left the state
Piper Village – sustainable village – new image for Town — green community
Perhaps response about view toward future growth – affected by “Walmart fiasco” — view Downtown as vibrant
Bob Gibbs – our research sees Downtown as fairly viable
Seasonal business impact
Don’t want national restaurant chains – independently owned/operated

Not change tourist (boom) part of economy, like quieter times in winter; this year – saw a lot of new people never saw before; festivals bring people in and come back – not change
This Town does not close down in winter – has year round businesses/life
Summer folks – are seasonal residents (3-4 generations, generational carry-over; come back for holidays)
% sales to year-round residents?
Most who work with us (restaurantor) – don’t necessarily have the means to shop in Town – if can’t shop at Renys – they’re not going to Beans – going to Walmart; also they work all day - when get out, Downtown closed; one merchant measured sales for one added hour – equal to summer day — consistency, advertisement; lose locals in summertime — takes almost three years for people to know you are open
77% all shopping occurred at night (nationally) — if do it, 30-60% increase in sales
Two distinctly different economic periods – summer/ rest of year — need to reach out beyond Damariscotta
Want to increase commerce
Sales trends (5 years)

Help –
• Parking management system (Damariscotta: 2 cars/1000 sq. ft.; shopping centers: 5 cars/1000; best downtowns: 2.75 cars/1000); most significant issue is employee parking seasonally (now park anywhere can find spot)
• Route finding – better signage
• Visually annoying/aesthetic improvements – oversized signs, benches; orange lights at night
Parking – solicit Town residents for additional parking; proposal a few years ago, willing to invest, town turned down; field behind Federal Savings surface lot; enforcement – signs horrible, curbs painted yellow, bump outs took spaces, ticketed first time people (rather than progressive system of fines)
Route 1B – Big Dave’s – node for center of transportation
Like idea of satellite – smaller villages spread-out or

concentrated in Downtown — Downtown if could keep character, incorporate those areas developed on Route 1B as part of Downtown by filling-in/linking — those merchants don’t feel part of Downtown
Rising Tide is in-between space (not part of Downtown, would like to be part of Downtown) — not opposed to have areas connected, but need some break-up rather than continuous — maybe two nodes with some common/open spaces in between — maybe grow together but with some common/open spaces
Connector is sidewalks
Commercial – business that looks residential – but is commercial
Need places to rest – visually and literally
Need sidewalks linking schools/recreation center to Downtown
Signage – once people are here (wayfinding); local codes: limited regulation — some advocating moderation, some like as it is; do you want to keep some iconic signs (Rexall)
Ordinances controlling chains coming into Town: some want that – can do but complicated because already have some, some by % of total
Bob Gibbs – level one market study
• primary commerce center for Lincoln County
• \$1 billion/year trade area - \$1.2 billion within five years; \$22 million leaving the community that could be captured; can capture \$21 million more that are capturing now — could support 70,000 sq. ft. more, Downtown now is about 150,000 sq. ft. (4-6 new restaurants – 22, 000 sq. ft., on average sales of \$274/ sq. ft./year including some chains; 6-10 clothing sales – 8,500 sq. ft.) – generate enough in sales to afford market rate space/labor
• Strong market
• Rents are about 10% sales on average
• Two tier community – well heeled residents without income, number of working families (50% families earn < 50,000 per year — not a lot of income left for purchases) — about \$22 million spent elsewhere (published income data does not reflect non-declared income)

Business people here want to capture that sales potential themselves (20 sq. ft. of retail per person; 2000 X 20 = X plus tourism)
Any business types/names you’d like brought in – electronics (coming) — hotel of some size (lack beds), commerce park (VK Inc. – Brunswick), bakery, expand Renys, sporting goods, performing arts center
Value in buying locally – perceived barrier (perception of reality – cost more)

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

COMPLETE RECORD OF NOTES FROM FOCUS MEETINGS

DAMARISCOTTA CHARRETTE

MEETING WITH TOWN STAFF AND BOARDS

10/23/2009 and 10/24/2009

(approximately 17 people)

Police, Fire
Signal at Route 1B/Bristol – ok, but problems with left hand turn on Bristol; working fine but people don’t like it; fair amount back up if problem in Downtown, confusing off Church Street – no signal to control that intersection; a lot of people taking chances – take right on red so can take left on Church Street — close calls; working better than thought, some people running red – doubled length of time on yellow light — helped to get Trailways bus out of road – up on sidewalks
Pulling out of School Street looking north at NAPA – coming out in two locations – almost as bad as Church Street — offset, can get trapped by someone turning left, no space for queue
Trying to do more enforcement (got new laser)
20 mph stop and go traffic – good for pedestrians (more comfortable)
Route 1 B – realistic to expect people to drive 35 mph? optical width of road reduced (setbacks, sidewalks, trees)
Same thing on Bristol Road
Conditions of roads – School Street and Biscay Road – terrible, but doesn’t seem to slow them down
Recent complaints – bicyclists (individuals/tour groups) – riding down middle of road – stretches are so bad/ have to _____
School Street – sharp corner, when bumpy/winter – back end bounces
Another area of concern – traffic impacts – staying later in year, growth – Church Street near McDonalds intersection identified in plans to improve pedestrians/ bikes/cars — no
Piper Village – main access point, how fit into system – signals not generally well received in Town, more police/fire calls, increased loading on School Street – how play into this?
Downtown – amount of traffic/lack of parking – go

round/round – shuttle?
High Street/Piper Mill Road – bad intersection, turn a bit further down – site distances/speed
Maine Department of Transportation will be resistant to slowing down traffic on Route 1, Route 1B
When Main Street project added bump-outs – narrowed road, make sure it’s wide enough – maneuverability of large emergency vehicles/others get out of way; but agreed that bump outs – helped protect pedestrians – have had fewer (none) pedestrian accidents
If Piper Village happens – budget concerns, hydrants, look for turning radius, traffic flow, false alarms, road widths, accessible to all sides of buildings, heights (ladder truck – 100 feet straight up/4 stories; also issues of size of buildings – fire loads), tree-growth, line of sight, number of police calls (larger businesses more issue; types of households – makeup)
Street widths – encourage interconnected, widths –narrower, but part of network — Chief tends to request 24 feet, but 4 feet can be gravel
Rick Chellman – in urban settings, sometimes suggest set-up areas for emergency trucks (get to/from more than one direction)
Alternate routing – lights/signage to redirect folks —summer/during festivals/trucks supplying

- Maybe need ordinance for times for service trucks
- Designate loading zones

About 400 trucks per day: 12-14% are semis

Water Sewer
Have water and sewer capacity (using a bit less than 50% - 175,000 gallons per day – 180,000 during hot weather), will provide water (updated 10 years ago)/ sewer lines for mapping; treated wastewater back to water (lagoon system)/secondary treatment
Little Pond – good source – even in big drought 10 years ago – only dropped about 1 inch – spring fed, considered providing water to Waldoboro – maybe at ½ capacity, spring fed, own 90% of watershed, upgrading pump station for water

Biggest single water user is hospital; Hannaford/ Yellowfront uses a lot; most is residential, Maine tends not to use as much as the standard of 100 gallons per person per day

Land Use
Land use ordinance – 5 districts
Shoreland zoning
Flood plain
Site plan – aesthetics, physical site planning issues
Are you getting what you want out of your zoning? NO
Both regulations (standards) and the process (developers and regulators know what to expect)
Current regulations are based on use, rather than form – is a different approach needed/ready
Size cap set everything in motion – the number was pulled out of the air – still some confusion over what it covers (retail, storage); Greg – many say it needs to be revisited – how they came up with it
Greg – main concern is impact on Town Hall, who would have capacity/how to do review
Form-based code – depends on delegated discretion, necessary to have hybrid ordinance unless applies to all areas of town
Administrative safety valve — set specific small range (don’t exceed requirement by 3% or 5%)
Interpretations – could go to Planning Board
Can do PUDs with standards for unknown development – detailed enough — floating zone
Site Plan Ordinance
Bob Sitkowski – think government has responsibility to send signal about what it wants; observation about current ordinances – discouraging to developers to make application – hurdles/standards hard to achieve — practical effect of discouraging growth; makes the bad difficult but also makes the good difficult; example – discretionary public hearing; standards of architectural review — vague language (example, Sect 11 – harmoniously to the terrain – not measurable; building appearance – reflect traditional New England form — intent is ok, but need to describe it), developer needs to be able to be informed; also appropriate

to set up system of discretion - idea of discretion vs administration – who comfortable with doing what
Any time tried to be specific – ran into problem with observation that “can’t tell me what to do with my property”
Will apply to a narrow area of town – Downtown, Route 1B, Piper Village — substantive standards; culture of how process application – procedures
Existing ordinance has a lot of discretion— new one likely to move to less discretion – creating upfront what want/reduced flexibility in administration
Waiver – provided in cases where may not be practical — list areas where waivers can be done
“in these areas...”
Option of staff committee/planner’s office — probably want to go more toward this side rather than other
Probably adjust land use ordinance (districts), subdivision (street standards), traffic/parking (location/ conflicts), landscaping requirements (mostly site plan)
Incentives – speed, overlay district for Route 1B and Downtown (optional at discretion of developer – alternative is conventional zoning); carrots – mixed use, density, fast track permitting
Could be a floating zone that becomes a rezone – set up framework for landing the zone so can phase the plan as want — standards for street network, reserve areas to address later on; if have plan (satisfied/detailed) then rezone/mapped; more traditional floating zone – land it by coming forth with plan; then how flexible as go forth – Farmers Branch, TX uses framework plans; stream crossing required Department of Environmental Protection approval that may require an amendment to the regulating plan
If no regulating plan – approve first part, not release rest until planned out (common vocabulary); minor changes (say 5%) delegated

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

COMPLETE RECORD OF NOTES FROM FOCUS MEETINGS

DAMARISCOTTA CHARRETTE
FOCUS MEETING # 4 – UNDERSTANDING
ALTERNATIVES – MEASURE & SEE
OUTCOMES
10/24/2009

Team members from Spatial Alternatives and Placeways, LLC made a 10 minute presentation introducing the CommunityViz tool and explaining its purpose. They then invited people to use the tool on their own to see how the model responds to community values. Multiple computers were set up for participants to use, some exercises were made available to illustrate the tool, team members were available to help build greater understanding of the potential use of indicators of community values to evaluate alternative designs. Participants also had the opportunity to play with the tool on their own.

DAMARISCOTTA CHARRETTE
FOCUS MEETING # 5 – LIVING LOCALLY
10/24/2009

(approximately 24 people)

Average or lower income families have tough time living in Town
How address needs of elderly, who don't want to or can't afford to do upkeep and young families who can't afford homes
How many affordable housing units available
Reviewed housing statistics (Damariscotta is becoming less and less affordable for an average family, according to the Maine State Housing Authority figures for 2006, median home price was \$285,000; median income needed to afford this priced home was \$91,646; median household income was \$40, 915; an affordably priced home would cost \$127,247)
Working families (service industry, teachers...) can't afford
80-100 affordable units (estimated) in Town — probably a bit higher
Doesn't include those who want/need to rent
Voice of this population: single — single mom — would prefer affordable options, rather than subsidy
Solutions – way for young person to have a stake in community, Piper Village property may offer an opportunity; Habitat for Humanity (about \$120-130,000 with a lot of free labor, reduced costs); maybe create Damariscotta's version of Habitat — maybe buy land/build infrastructure — maybe rent the units
Affordable housing – definition – no more than 30% of income for rent or mortgage/taxes/insurance
Subsidized – government pick up what folks can't afford
Problem solving outside of housing crisis – to expand to other issues like creating jobs

- Need to create high paying jobs, been living off retirement income from those who moved here from away; subsidies don't work in the long term;
- Opportunity with development of tidal power – attract clean industry that requires skilled workers —

education system should support education of skilled workers
Median income doesn't allow people to buy properties closer to town — young/low income people move further out
People need to build equity/use sweat equity to build home
Camden has lot size that allows development close to town – not bought by low income
Response – need to think about shared equity (not just handout) — group might help subsidize, but another model is to allow families to get some equity to buy at market rate, continuum of options; Long Island (Casco Bay) – town land leased to young families/individuals , land most unaffordable piece; doing it on Islesboro too
Lot sizes (like Camden) – outlying towns in housing pressure have adopted 1-2 acre lot size/frontage — sprawl — cost of land, cost of gas to get to work — towns need to cut back on lot sizes (issues of infrastructure) — whether town allows people to live closer together (easier to get to town), ¾ acre lot sizes, septic systems/common area
Newcastle – last year, 6 units/acre — concern expressed at Thursday meeting didn't like it, but big buildings in Damariscotta are liked
Bob Faunce's historical growth maps – we stretch out along the roads (land most valuable), keep back land for timber — needs to change; big issue for Midcoast — outgrowing Route 1 — need to manage our growth in cores so can use mass transit — need to reach threshold for it to work; Edgecomb co-housing project tanked; instead of building on frontage — build road into property, cluster, and save open space — opportunity
Can have denser housing but may not be affordable
Cheaper if move further out, but added costs to get to work (more dependable vehicle, car costs...)
Piper Village – river is environmental concern plus potential to beautify, most significant land available/ read for development — area close to town/clustered: opportunity for affordable; not supportive of long roads down to Muddy Pond (sensitive environmentally), like proposal of developing green industry – can't cover

costs for three kids with taxes — need jobs/industry; not sure if shuttle is realistic
Boils down to matter of money – all these options require a subsidy, some more palatable than others
Another problem is tax structure for town as a service center for region — drives away young people — sales tax to alleviate this problem (1/2 ¢ to 1¢)
Roads will end up being town maintained – number of people required to service them
Creek at end of Piper Village that leads to Damariscotta River – impact on water quality — suggested 75% open space
Idea of arts center there – not needed, have five arts groups (had one here – Round Top – didn't make it) — reasons why didn't fly at this site – glad to discuss – deed restrictions; five groups and others but not good theater or music venue
Easy to develop property, can't get open space back
Folks living longer – do not have ability to get to things – shopping, exercise, no 24-hour clinic

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

COMPLETE RECORD OF NOTES FROM FOCUS MEETINGS

DAMARISCOTTA CHARRETTE
FOCUS MEETING # 6 – MAINTAINING
COMMUNITY
10/25/2009

(approximately 32 people)

Library, custodian for library endowment
Coffee shop
Bookstore
Dog walker, street walker with dog
Planning efforts/Planning Board/Damariscotta
Planning Advisory Committee
Lincoln Theater, community theater
Damariscotta River Association, trails, stewardship
Merchants Group/Chamber Board member
Knowing members of the community
Gulf of Maine
River Arts, artist
Open space
DaPonte String Quartet
Health care
Thriving Downtown
Biking trails, bike paths
Native
Pumpkin Fest, Discovery Channel
Funding elements for non-profits
Town Planner
Great sense of community – alive and well — charrette
advance it
Old Round Top Center
Rummage sale
Parking czar
Coordinate volunteers – bookshop
Singer
Welcomed neighbors whose residence was on fire
— civic response — community donated goods and
services — generosity of community
Co-host of “Wha’s Up?” – public access channel
Community groups
Walk Downtown – know people – library and post
office Downtown – always something to go to/be

involved in
Landscape design
How involve myself in community?
Charrette team – strengthen community opportunities
Parks/community gardens – tie Town together
Orton Family Foundation
How keep ruralness – protect land and water
Farmers Market
Post office
Knowing everyone
Festivals – Oyster and out – people come out/see
Co-founded Farms to Schools – all about relationships;
with growth, potential lesson sense of community –
with technology, people are not talking to each other
Intergenerational – Miles of Friends – elders
Important to maintain sense of community – feel like
I’m losing it – here to reach out – we have a special
place
Need to include people who live here as locals, lessen
distinction with natives – teach our children that this is
their community
Six months here/six months in Massachusetts – next
year full-time
Neighbor is very close/social
Pemaquid Water Association (PWA) – protect Muddy
Pond
Bump into people Downtown – big town event like
Alewives – connect
Quilting group – important to have activities been
involved in
As grow, people become less involved, purchase help to
do things formerly done by volunteers
Spectrum Generations, Coastal Community Center
– partnership, linking, coordination, Miles of Friends,
facilitation, theater – cameo presentation
YMCA
Connect generations
Strong service community – Rotary, Lions, Masonic
Lodge, Eastern Star
Loss of involvement, what do? How get generations
coming up engaged/involved?
Kids born here need to have housing/job opportunities,

jobs for our children
Am from away, children born here – they do not feel
like they are from away
Lincoln County Community Theater – involve
community as much as possible – kids movies once/
month, arts movies, opera — involved; need volunteers
for other roles than as actors – do free things, Santa
Claus, inauguration, Pumpkin Fest, 80% of income
from fannies in seats, few grants (don’t seem to have an
in), have mortgage, 1875 building, solicit as much input
as can – little input
Changed jobs three times, churches couple of time,
never thought of moving away
Strong ecumenical community
Piper Village – spend a great deal of time listening,
what will present soon will be in-line with what comes
out of the charrette – whole process (one year) is a
golden opportunity — happens rarely in planning,
expertise assembled for five days is extraordinary —
what community has contributed/can expect is unique/
doesn’t happen often, willingness of larger community
will contribute to entire Town
Renovation of Lincoln Community Theater (LRC)
Safety – one of reasons like living here – don’t have to
lock car — maintain that
Venues needed for music? Needs differ from dance/
theater; satellite music school – children get lessons,
practice rooms, as well as performance; need to
coordinate with region
Buildings have history – under par – keep those going
Do we have enough of base for 16 venues?
If build music facility – keep it simple
Amazing how much is going on – a lot in summer,
little coordination among groups – schedules, capital
campaigns
Same about volunteers – fill out application/
background checks (social services) — great if had
volunteer coordination
Same about who we approach for donations
Safety – sign at Great Salt Bay – “Have a safe summer”
irked son – “Have a great summer and be safe”
Model – talked with Portland Stage/others about what

needed — not finished
If have Lincoln Theater – why not use it?
Midcoast Orchestra – teaches strings program (money
sought each year) — with band program — our foreign
language program; Seacoast Orchestra (youth orchestra)
– same night as budget meetings — coordination
problems
Concerned about new buildings – be responsible for
buildings already here and use them
Youth Orchestra space not adequate
Linkages in community – developing neighborhoods
along string (Route 1B) — connect Great Salt Bay —
YMCA — Piper Village to Round Top — Elm Street
— safe — loop — trail system between school and
YMCA
Bike trails/paths used for both recreation/errands
Strengthening connectivity within neighborhoods –
where strategically begin?
Needs for today and for next 20 years
Facilities for aging population who remain in homes and
centers and how merge them – integrate generations
within buildings
Outdoor commons
Would like inclusive community center – youth, elderly,
drop-ins with lots of meeting rooms, open all time;
where – where parking is available
Challenge that artists are elitist – model: open to all
sorts of things going on, places to hand out, green area
I don’t join things, don’t know how to include yourself –
how get started
What’s happened to teen center (that died twice) –
could this be general adult center
Lesson learn – stop fighting for teen center (they don’t
want) – ask them what they want
Love how we make due with what we have, is there
population size that is a tipping point — people less
likely to ___, not population, but certain size for certain
things (contact Maine Communities Foundation, Maine
Humanities Council)
Location of community centers matters? Lewiston
Downtown experience – public investments made, still
died, things/uses that bring you into town no longer

there – used to be vibrant, now now — hate to see that happen, shops Downtown are less necessary and more fun — fear slippery slope (shops, post office, drug store – not grocery)

Example of Rising Tide food coop moving into car sales — less asphalt — reuse resources — beautify
Locate buildings to preserve/get connectivity (sidewalks)
Nodes for different purposes

Buy Big Dave – create rest area
Improve waterfront (Back Parking Lot)
Think out of our personal boxes – include everyone in decision

Keep what’s viable now, coordinate
Intuitive sense that Town not large enough to support all the arts — changed mind, way you structure it matters (different use summer/winter) — can be successful

Traffic flows/changes – impressed with idea of back transportation network, not on roads, Land Trust has a lot of experience putting together complicated deals — good opportunity; skeptical about bikes on roadway – can envision physical changes to make safer for bikers
How get/sustain volunteers in implementing the plan

- Use natural boundaries of each group —involve them in those areas where they have expertise
- Small group to organize/coordinate efforts, at least one good contact with various groups (maybe DPAC?)
- Before that — education/outreach (hospital), a lot of apathy
- Heart & Soul — try to involve everyone — door-to-door —not everyone will be involved, but keep trying face-to-face
- Use organizations’ email lists to inform groups
- Small meetings (10-15) in various areas – get someone involved to host
- Present at organizations’ monthly meetings
- LCTV (core group and free filming)
- Email notices to DPAC master list — which committee would you like to be on in the future
- Group that links with Lincoln Academy
- Communication and organization problem (like

the arts group) — inventory of available talents and skills — email: where can you lend your talents and number of hours

- Central volunteer clearinghouse (identify number of hours needed for specific tasks)
- Bring in local foods (and whole foods) – hospital provided community supported agriculture (CSA) for all employees — some subsidy — payroll deduction — Framers Market, farmers not from Town, community gardens, school gardens — think about how kids can draw parents in

Amount of growth – could generate additional volunteers as could retaining youth
Is there a single calendar? Master calendar — DPAC
Newspaper articles are effective

- Column with logos (same day/same place)
- Put out there what “wish lists” mean: what needs to happen — diligent
- Continuous communication to maintain the trust and momentum
- Important to keep communication going otherwise this will just become another planning study on the shelf somewhere

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

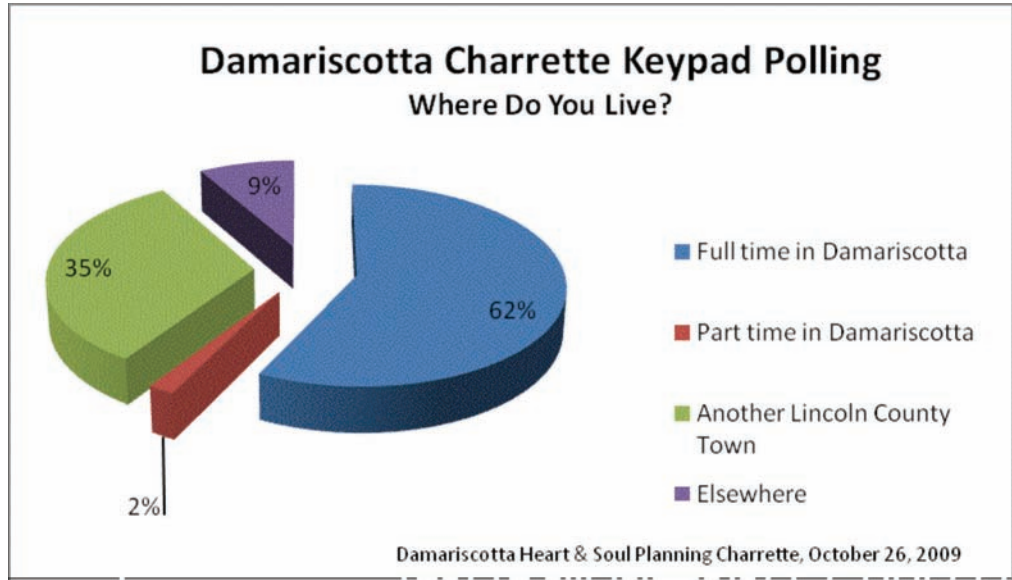
FINAL PRESENTATION KEYPAD POLLING OCTOBER 26, 2009

On the evening of Monday, October 26th, the last official night of the Damariscotta Heart & Soul Planning Charrette, Bill Dennis presented the work generated throughout the week. The draft Illustrative Plan was presented as a series of detailed plans, illustrations, supporting graphics, and recommended policy and funding options.

Following the presentation, participants were asked to use keypads, an interactive and fun tool, to record their initial impressions of the Illustrative Plan in a series of paired questions. Overall and then for each geographic area, participants were asked whether the Illustrative Plan reflects what they heard the community say over the course of the charrette and then whether the Plan reflects their personal values about the Town and hopes for its future.

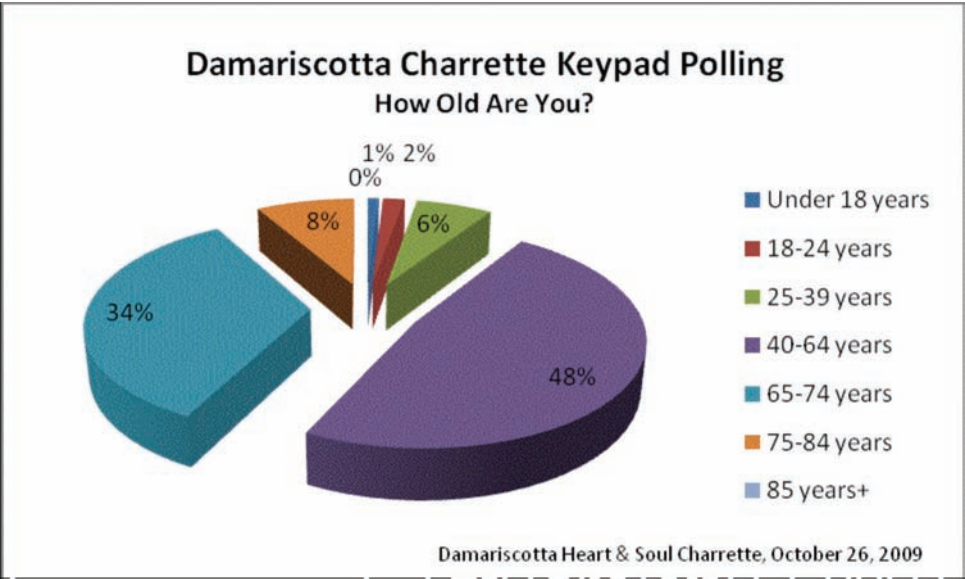
Approximately 60% of the respondents live in Damariscotta full time, 2% live in Damariscotta part time. About a third of the respondents (35%) live in another Lincoln County Town, and 9% live elsewhere.

Damariscotta Charrette Keypad Polling Where Do You Live?	
Full time in Damariscotta	62%
Part time in Damariscotta	2%
Another Lincoln County Town	35%
Elsewhere	9%
Total	108
Source: Damariscotta Heart & Soul Charrette, October 26, 2009	



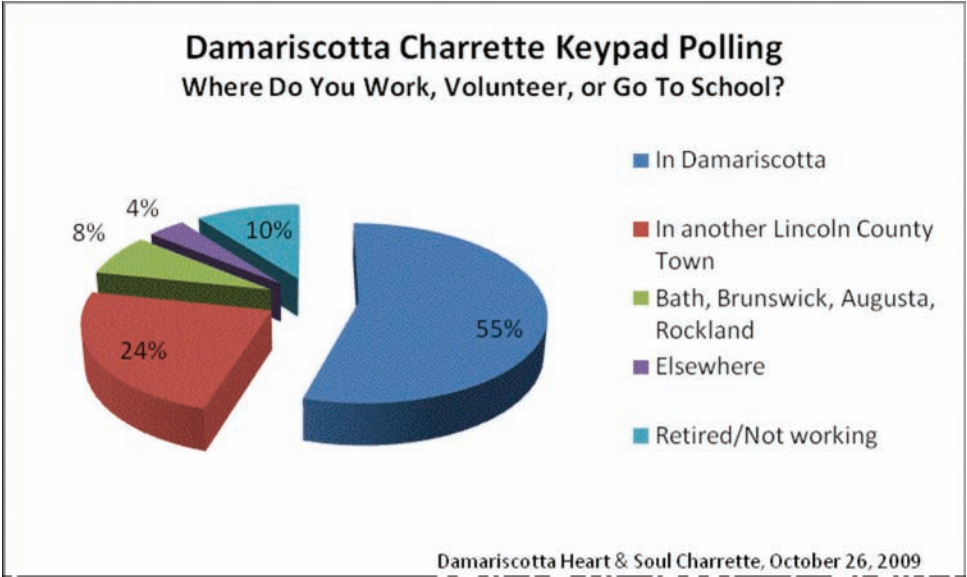
The vast majority of respondents (82%) were between 40 and 74 years old; nearly half (48%) were between 40 and 64 years old.

Damariscotta Charrette Keypad Polling How Old Are You?	
Under 18 years	1%
18-24 years	2%
25-39 years	6%
40-64 years	48%
65-74 years	34%
75-84 years	8%
85 years+	0%
Source: Damariscotta Heart & Soul Charrette, October 26, 2009	



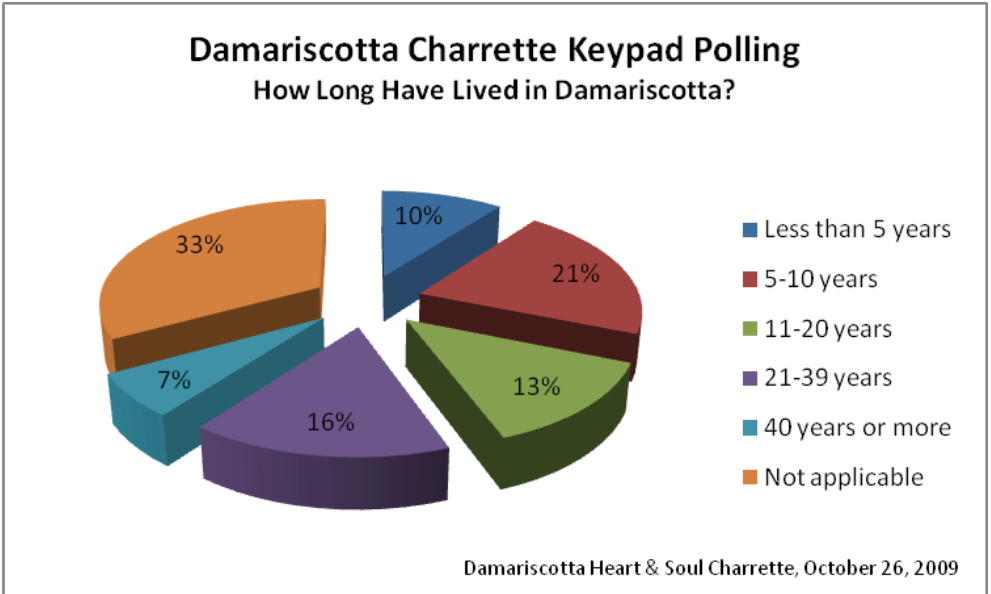
More than half (55%) of the respondents work, volunteer, or go to school in Damariscotta. Nearly a quarter (24%) work, volunteer, or go to school in another Lincoln County Town. Ten percent (10%) are retired.

Damariscotta Charrette Keypad Polling Where Do You Work, Volunteer, or Go To School?	
In Damariscotta	55%
In another Lincoln County Town	24%
Bath, Brunswick, Augusta, Rockland	8%
Elsewhere	4%
Retired/Not working	10%
Source: Damariscotta Heart & Soul Charrette, October 26, 2009	



The largest group of respondents (29%) has lived in Damariscotta between 11 and 39 years, followed by 21% who have lived in Town between 5 and 10 years. Only 7% have lived in Town for 40 or more years.

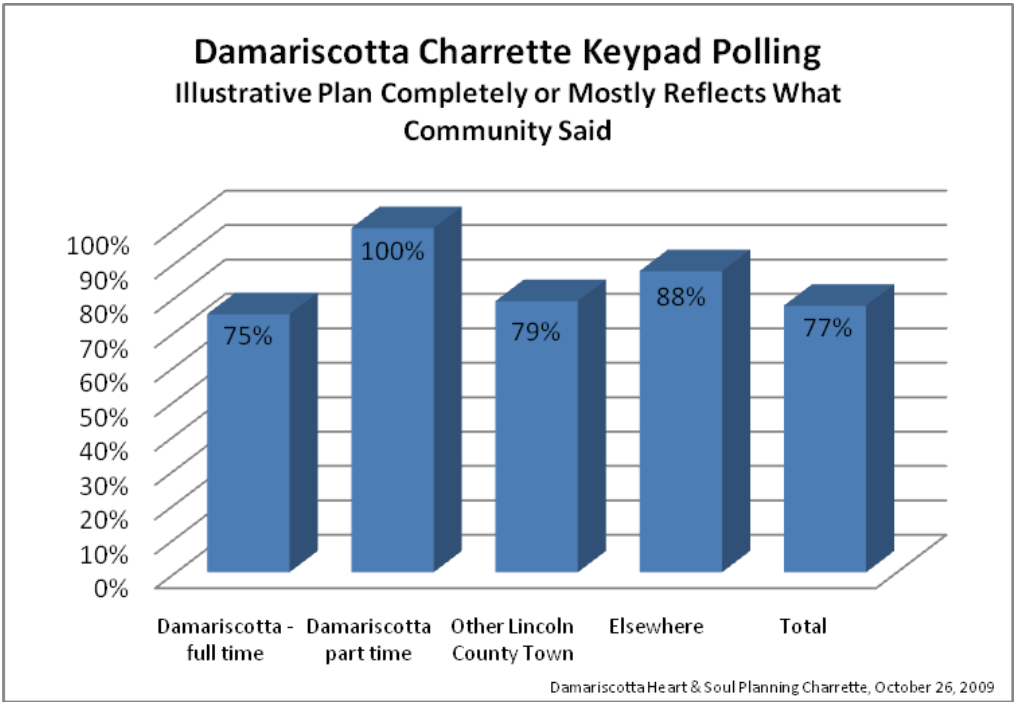
Damariscotta Charrette Keypad Polling How Long Have You Lived in Damariscotta?	
Less than 5 years	10%
5-10 years	21%
11-20 years	13%
21-39 years	16%
40 years or more	7%
Not applicable	33%
Source: Damariscotta Heart & Soul Charrette, October 26, 2009	



Regardless of where respondents live, the vast majority indicated that the Illustrative Plan completely or mostly reflects what they heard the community, as a whole, values about Damariscotta and hopes for in its future, including 75% of the full time Damariscotta residents who participated in the poll.

Damariscotta Charrette Keypad Polling						
How well does the Illustrative Plan reflect what you have heard the community, as a whole, values about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	35	10	1	12	2	60
Damariscotta part time	1					1
Other Lincoln County Town	22	4	1	5	1	33
Elsewhere	7			1		8
Total	65	14	2	18	3	102

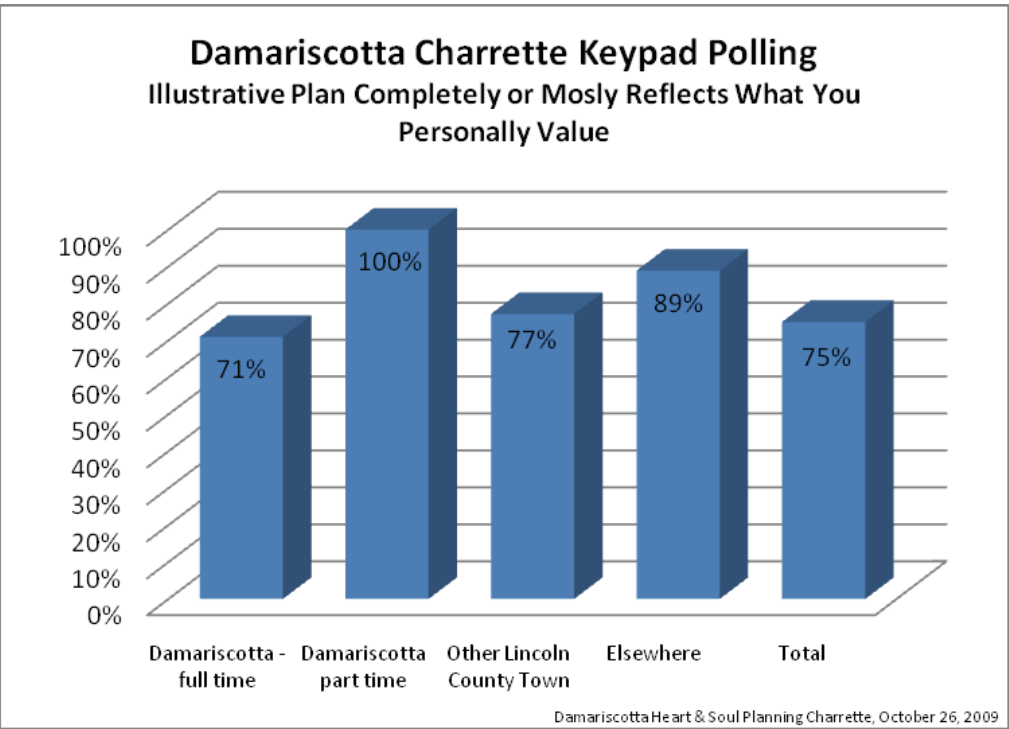
Source: Damariscotta Heart & Soul Charrette, October 26, 2009



Regardless of where respondents live, the vast majority indicated that the Illustrative Plan completely or mostly reflects what they personally value about Damariscotta and hopes for in its future, including 71% of the full time Damariscotta residents who participated in the poll.

Damariscotta Charrette Keypad Polling						
How well does the Illustrative Plan reflect what you personally value about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	7	37	14	2	1	61
Damariscotta part time		2				2
Other Lincoln County Town	4	23	3	1	3	34
Elsewhere	2	6	1			9
Total	13	68	18	3	4	106

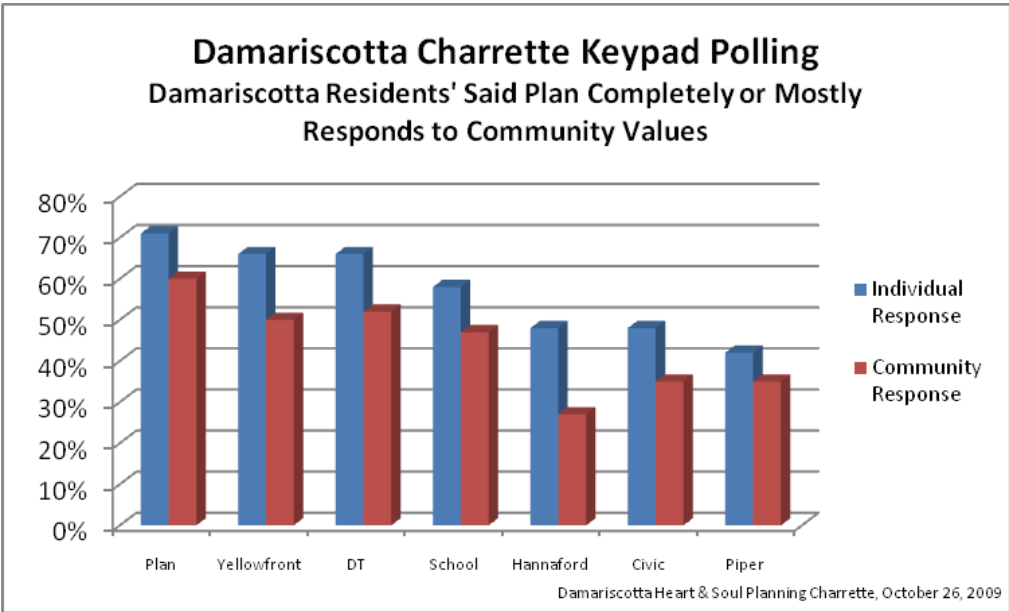
Source: Damariscotta Heart & Soul Charrette, October 26, 2009



In general, the majority of full time Damariscotta residents who responded to the poll said that the overall Illustrative Plan reflected their personal values (71%) and community values (60%). Respondents also said that the plans for Yellowfront / Rising Tide and Downtown reflected both their personal and community values (50-66%). Ratings for the School, Hannaford, Civic, and Piper Commons area plans were lower than for the overall Plan, Yellowfront / Rising Tide, and Downtown, but ranged from 42-58% for personal values and 27-47% for community values. In all cases, those who responded to the poll ranked the plans higher personally than they did community values.

Damariscotta Charrette Keypad Polling Damariscotta Residents Completely or Mostly Reflect Values		
	Reflects Personal Values	Reflects What Community Said It Values
Illustrative Plan	71%	60%
Yellowfront	66%	50%
Downtown	66%	52%
School	58%	47%
Hannaford	48%	27%
Civic	48%	35%
Piper Commons	42%	35%

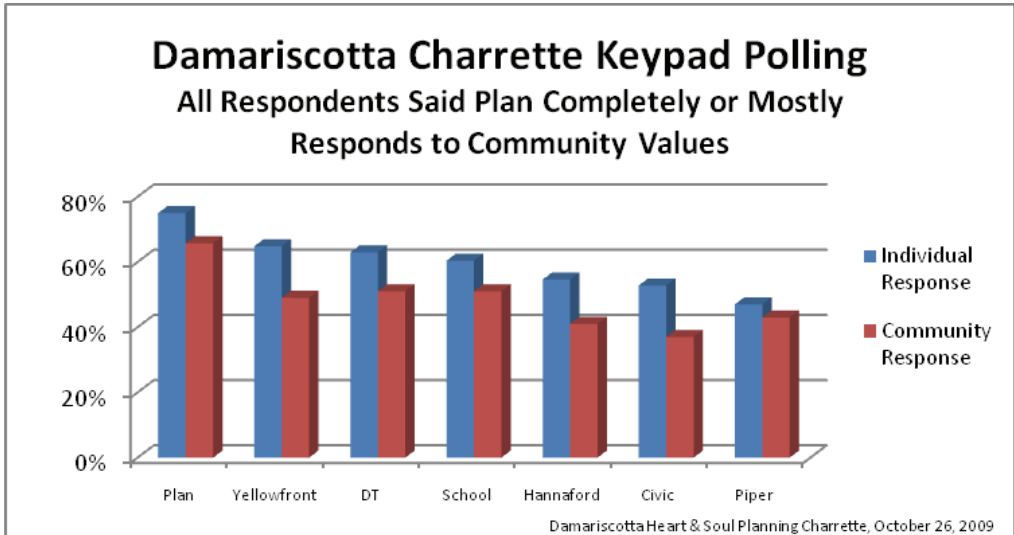
Source: Damariscotta Heart & Soul Charrette, October 26, 2009



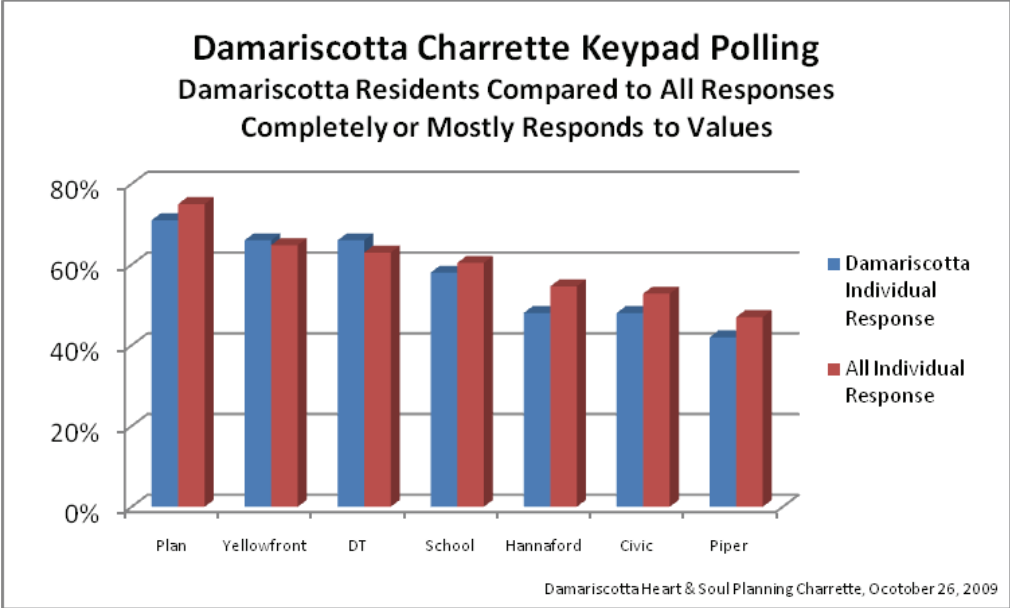
In general, the majority of all those who responded to the poll said that the overall Illustrative Plan reflected their personal values (75%) and community values (66%). Respondents also said that the plans for Downtown and the School area reflected both their personal and community values (51-63%). Ratings for the Yellowfront / Rising Tide, Hannaford, Civic, and Piper Commons area plans were lower than for the overall Plan, Downtown, and School area, but ranged from 47-65% for personal values and 37-49% for community values. In all cases, those who responded to the poll ranked the plans higher personally than they did community values.

Damariscotta Charrette Keypad Polling All Respondents Completely or Mostly Reflect Values		
	Reflects Personal Values	Reflects What Community Said It Values
Illustrative Plan	75%	66%
Yellowfront	65%	49%
Downtown	63%	51%
School	60%	51%
Hannaford	55%	41%
Civic	53%	37%
Piper Commons	47%	43%

Source: Damariscotta Heart & Soul Charrette, October 26, 2009



Except for Yellowfront / Rising Tide and Downtown, full time Damariscotta residents who responded to the poll were somewhat less likely to indicate that the plans reflected their values than the respondents as a whole.

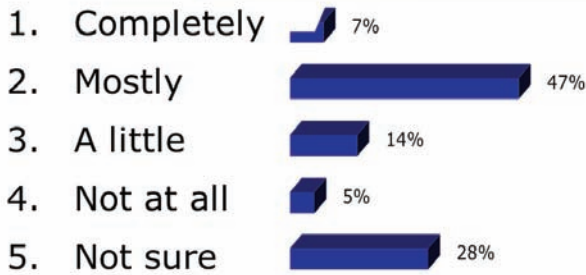


Damariscotta Charrette Keypad Polling						
How well do the plans for the School area reflect what you have heard the community, as a whole, values about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	13	22	14	5	5	59
Damariscotta part time	2					2
Other Lincoln County Town	3	18	4	2	6	33
Elsewhere		6	1		1	8
Total	18	46	19	7	12	102
Source: Damariscotta Heart & Soul Charrette, October 26, 2009						

School Area



How well does it reflect what you have heard the *community, as a whole*, values about Damariscotta and hopes for in its future?



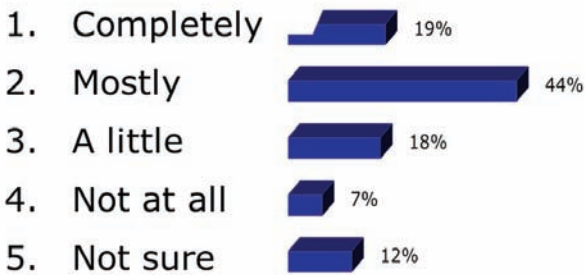
Source: The Orton Family Foundation, October 26, 2009.

Damariscotta Charrette Keypad Polling						
How well do the plans for the School area reflect what you personally value about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	1	16	14	10	18	59
Damariscotta part time	2					2
Other Lincoln County Town	3	17		2	11	33
Elsewhere	2	3	1		3	9
Total	8	36	15	12	32	103
Source: Damariscotta Heart & Soul Charrette, October 26, 2009						

School Area



How well does it reflect what *you personally* value about Damariscotta and hope for in its future?

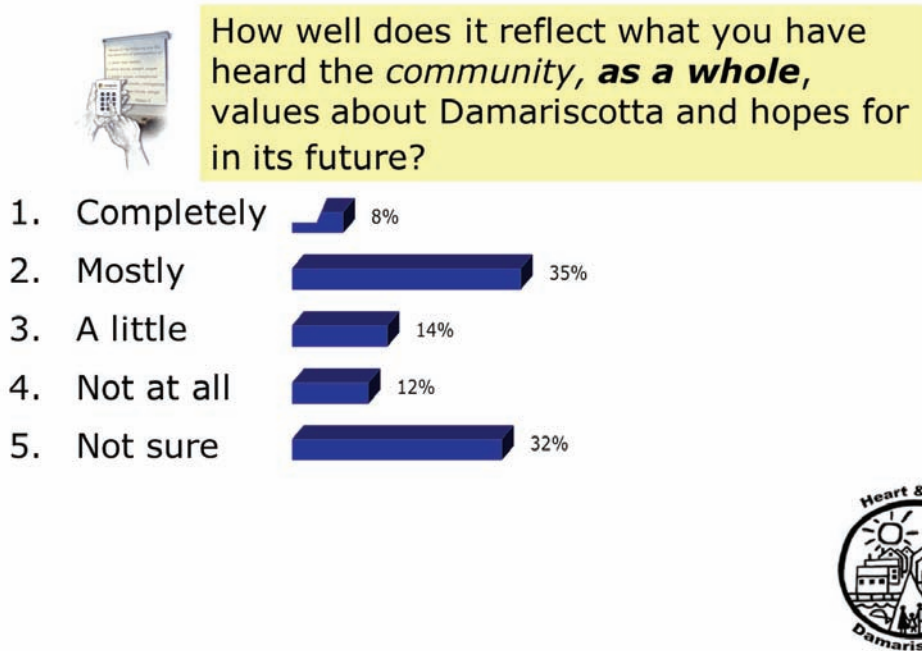


Source: The Orton Family Foundation, October 26, 2009.

Damariscotta Charrette Keypad Polling						
How well do the plans for the Hannaford area reflect what you have heard the community, as a whole, values about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	1	16	14	10	18	59
Damariscotta part time	2					2
Other Lincoln County Town	3	17		2	11	33
Elsewhere	2	3	1		3	9
Total	8	36	15	12	32	103

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Hannaford Area

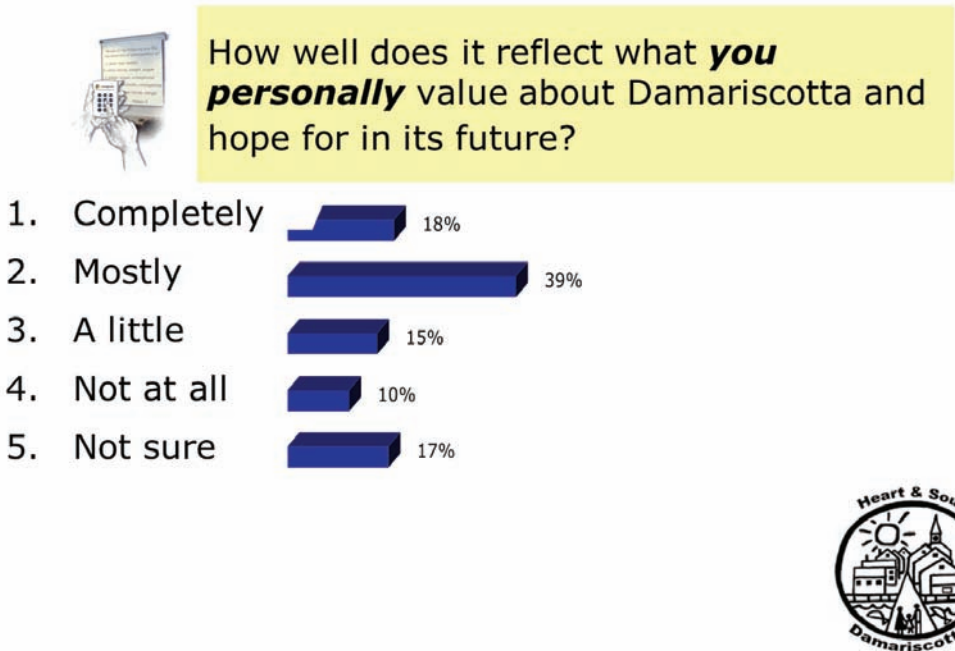


Source: The Orton Family Foundation, October 26, 2009.

Damariscotta Charrette Keypad Polling						
How well do the plans for the Hannaford area reflect what you personally value about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	9	21	12	8	10	60
Damariscotta part time	2					2
Other Lincoln County Town	4	18	3	3	6	34
Elsewhere	3	2	1		2	8
Total	18	41	16	11	18	104

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Hannaford Area



Source: The Orton Family Foundation, October 26, 2009.

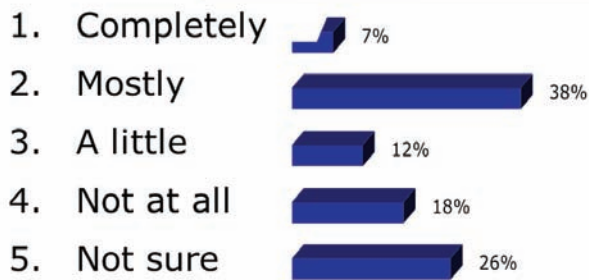
Damariscotta Charrette Keypad Polling						
How well do the plans for the Piper Commons area reflect what you have heard the community, as a whole, values about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	2	20	10	15	14	61
Damariscotta part time		1	1			2
Other Lincoln County Town	3	14	1	4	10	32
Elsewhere	2	4		2	1	9
Total	7	39	12	19	26	103

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Piper Commons



How well does it reflect what you have heard the *community, as a whole*, values about Damariscotta and hopes for in its future?



Source: The Orton Family Foundation, October 26, 2009.

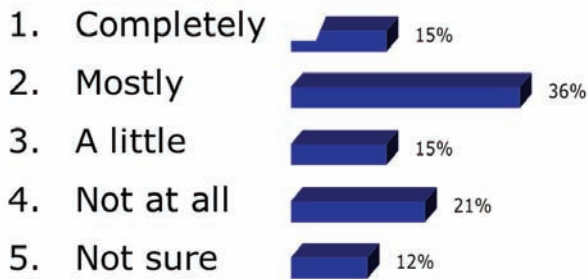
Damariscotta Charrette Keypad Polling						
How well do the plans for the Piper Commons area reflect what you personally value about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	9	17	11	15	7	59
Damariscotta part time		1			1	2
Other Lincoln County Town	4	16	3	5	2	30
Elsewhere	2	2	1		2	7
Total	15	36	15	20	12	98

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Piper Commons



How well does it reflect what *you personally* value about Damariscotta and hope for in its future?



Source: The Orton Family Foundation, October 26, 2009.

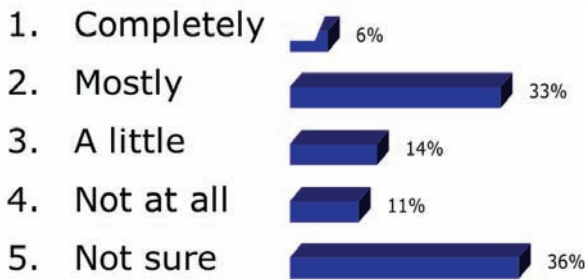
Damariscotta Charrette Keypad Polling						
How well do the plans for the Civic area reflect what you have heard the community, as a whole, values about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	5	17	10	8	21	60
Damariscotta part time		2				2
Other Lincoln County Town	1	12	3	2	13	31
Elsewhere		3	1	1	2	7
Total	6	34	14	11	36	101

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Civic Area



How well does it reflect what you have heard the *community, as a whole*, values about Damariscotta and hopes for in its future?



Source: The Orton Family Foundation, October 26, 2009.

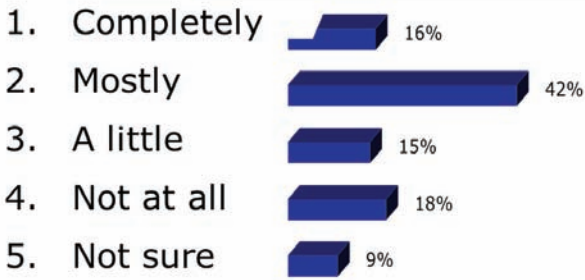
Damariscotta Charrette Keypad Polling						
How well do the plans for the Civic area reflect what you personally value about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	11	19	9	14	6	59
Damariscotta part time		2				2
Other Lincoln County Town	3	17	6	3	2	31
Elsewhere	2	3		1	1	7
Total	16	41	15	18	9	99

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Civic Area



How well does it reflect what *you personally* value about Damariscotta and hope for in its future?



Source: The Orton Family Foundation, October 26, 2009.

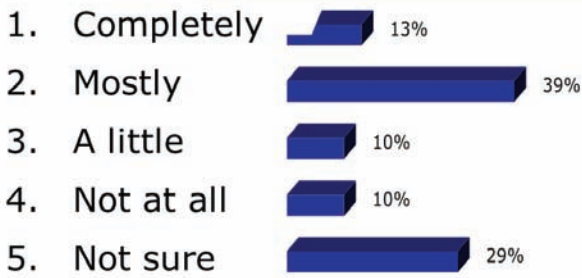
Damariscotta Charrette Keypad Polling						
How well do the plans for the Yellowfront area reflect what you have heard the community, as a whole, values about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	6	25	6	6	17	60
Damariscotta part time		2				2
Other Lincoln County Town	6	11	2	4	10	33
Elsewhere	1	2	2		2	7
Total	13	40	10	10	29	102

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Yellowfront Area



How well does it reflect what you have heard the *community, as a whole*, values about Damariscotta and hopes for in its future?



Source: The Orton Family Foundation, October 26, 2009.

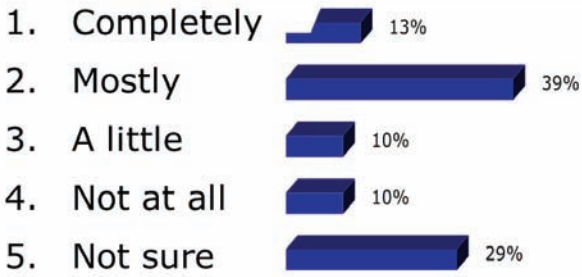
Damariscotta Charrette Keypad Polling						
How well do the plans for the Yellowfront area reflect what you have heard the community, as a whole, values about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	6	25	6	6	17	60
Damariscotta part time		2				2
Other Lincoln County Town	6	11	2	4	10	33
Elsewhere	1	2	2		2	7
Total	13	40	10	10	29	102

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Yellowfront Area



How well does it reflect what you have heard the *community, as a whole*, values about Damariscotta and hopes for in its future?

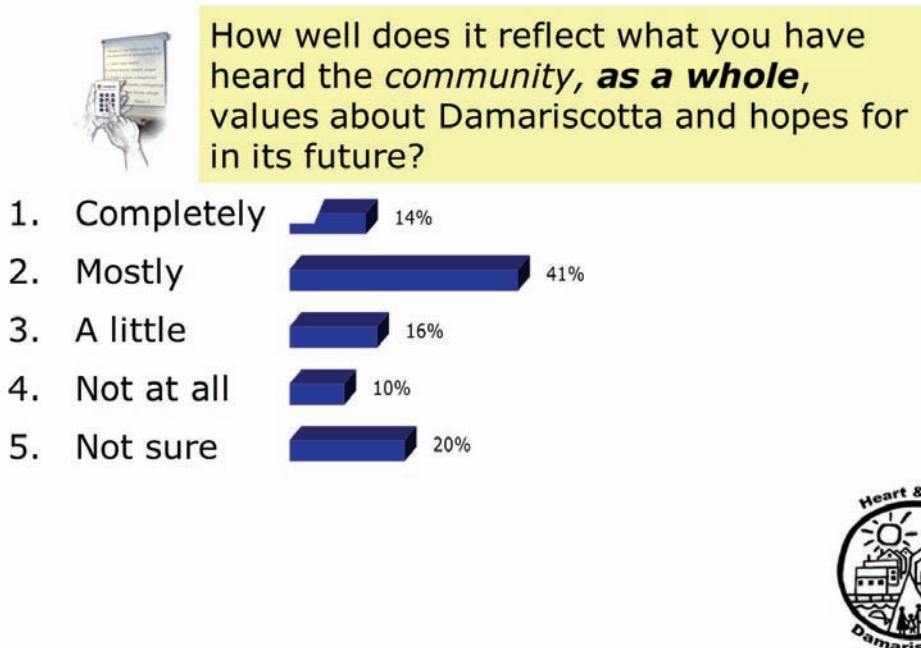


Source: The Orton Family Foundation, October 26, 2009.

Damariscotta Charrette Keypad Polling						
How well do the plans for Downtown reflect what you have heard the community, as a whole, values about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	8	24	10	6	11	59
Damariscotta part time	1	1				2
Other Lincoln County Town	4	14	4	3	8	33
Elsewhere		3	2	1	2	8
Total	13	42	16	10	21	102

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Downtown

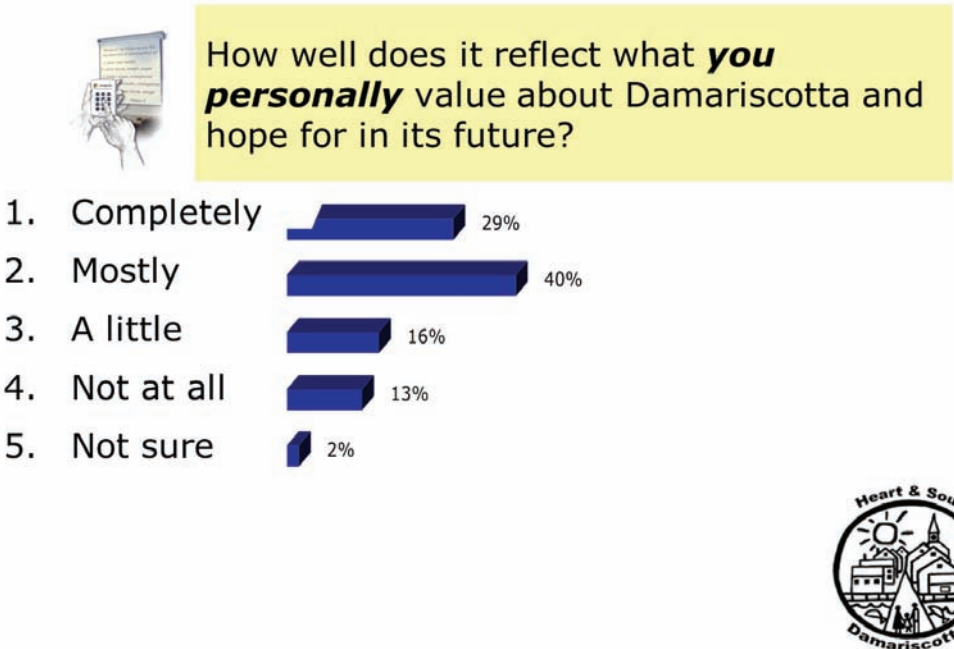


Source: The Orton Family Foundation, October 26, 2009.

Damariscotta Charrette Keypad Polling						
How well do the plans for Downtown area reflect what you personally value about Damariscotta and hopes for in its future?						
	Completely	Mostly	A little	Not at all	Not sure	Total
Damariscotta - full time	17	24	9	8	2	60
Damariscotta part time	1				1	2
Other Lincoln County Town	9	11	6	4		30
Elsewhere	1	5	1	1		8
Total	28	40	16	13	2	99

Source: Damariscotta Heart & Soul Charrette, October 26, 2009

Downtown



Source: The Orton Family Foundation, October 26, 2009.

HEART & SOUL COMMUNITY PLANNING CHARRETTE • OCTOBER 22-26, 2009

Be a Part of History... Help Plan Damariscotta's Future



Choose Damariscotta's Future – and Yours

A few individuals behind closed doors plan most communities' futures, but in Damariscotta we have the opportunity to collectively envision our town's future. We invite all residents to join in a collaborative, multi-day "charrette," or planning session, October 22-26 to help guide future growth and development in Damariscotta. Residents, business owners, youth, elected and municipal officials, and anyone else with an interest in our town will work directly with a professional Design Team—a group of designers, architects, retail consultants, traffic engineers, landscape architects, illustrators and land use professionals—to help shape Damariscotta's future.

The Damariscotta Planning Advisory Committee (DPAC) has overseen a yearlong Heart & Soul Community Planning process to engage citizens, help them describe what they care most about, and develop a common vision for our town. More than 400 townspeople have told us what they love about Damariscotta and what they'd like to change. Using that information, the Design Team is building alternative planning options that take into account impacts on social, cultural, economic, environmental, infrastructure, and other aspects of the town. Together, the citizens and the Design Team will evaluate those options and draft possible solutions to local design problems that will enhance the values and vision of all who live, work and play in Damariscotta.

cont. on page 3



From Values to a Vision for Damariscotta

The Damariscotta Planning Advisory Committee is working to ensure that what people value is protected and enhanced for future generations. Damariscotta is a special place to live, work, play and do business. One way or another we all seem to know this, but over the last year of listening to residents we have heard six major themes about life in Damariscotta:

1. We can live locally, meeting our daily needs by supporting our helpful merchants.
2. We can work locally and can grow locally owned businesses.
3. We have a strong sense of community where people trust one another and feel safe.
4. We are an involved community that participates in schools, organizations, churches and community events and festivals.
5. We appreciate the close proximity of culture and nature. Right out our back doors we might see a seal or a moose, but we also have fine restaurants, art galleries, theater, bookstores and library, all within walking distance.
6. We have easy access to goods and services, to local government and to information.

Do you agree that these are the things that make Damariscotta special? What else do you want to see in our town's future? Stop in to help us refine a new vision for Damariscotta!

Damariscotta Heart & Soul Community Planning • www.damariscottame.com • page 1

Don't miss your chance to make a difference in your town and its future! Drop in any time the lights are on.

CHARRETTE SCHEDULE

October 22-26, 2009
at the Barn at Round Top Farm
Business Route 1, Damariscotta

Thursday, October 22
6:30 pm

Opening presentation and hands-on community design workshop

Friday, October 23

10:30 am

Focus Meeting #1: Working Locally – Jobs, Downtown, Businesses

1:00 pm

Focus Meeting #2: Access to Town – Links between Uses, Needs, and People

2:30 pm

Focus Meeting #3: Access to Nature and Culture – Views, Recreation, Arts

4:30 pm

Pin-Up and Review

Saturday, October 24, 2009

9:00 am

Focus Meeting #4: Understanding Alternatives – Measuring and Seeing Outcomes

10:30 am

Focus Meeting #5: Living Locally – Population and Housing Needs

4:30 pm

Pin-Up & Review

Sunday, October 25

10:30 am

Focus Meeting #6: Maintaining Community – Places to Meet, Volunteers, Safety

4:30 pm

Pin-Up and Review

Monday, October 26

4:30 pm

Pin-Up and Review

6:30 pm

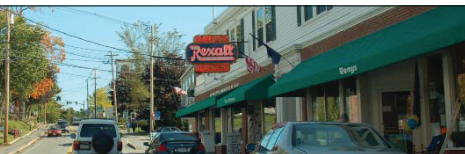
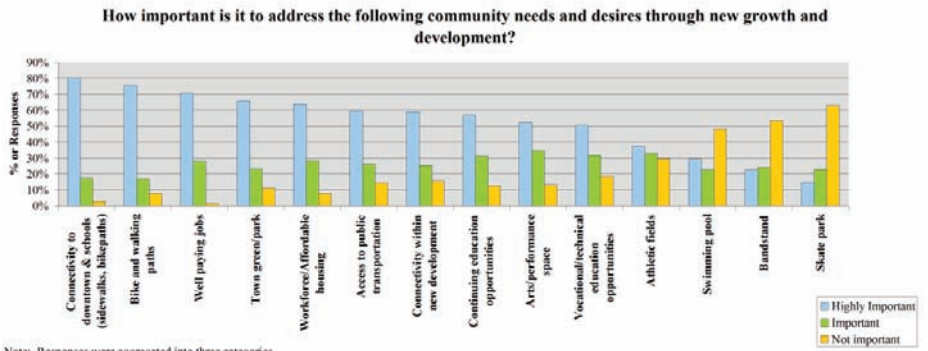
Closing Presentation

The public is welcome at all events! Times of scheduled sessions may change; visit www.damariscottame.com for updates.

HEART & SOUL COMMUNITY PLANNING CHARRETTE • OCTOBER 22-26, 2009

Community Survey Results

In May 2009, the Damariscotta Planning Advisory Committee (DPAC) created a survey to gather more feedback from citizens on what they love and what they want to change about Damariscotta. The survey followed up on prior input DPAC received from the community during the Shore and Harbor and Piper Village Community Forums. DPAC developed a series of multiple choice questions based on the values and issues that the community raised through earlier DPAC activities. The survey was available from June 8 to September 1, 2009 on paper, online and in the Lincoln County News. DPAC received nearly 200 survey responses, some of which is highlighted here. For the complete results, visit www.damariscottame.com or stop by the Heart & Soul Office at the Chamber of Commerce, 2 Courtyard St. in Damariscotta.



The Damariscotta Planning Advisory Committee

DPAC is a committee of the Town of Damariscotta, appointed by the Selectboard to lead a community driven visioning process to make the Damariscotta region a better place to live, work and play, do business and visit. Its work includes establishing and maintaining a long range planning process and incorporating public dialogue into planning efforts. DPAC includes individuals from our town and region that have an interest in ensuring that the future of the town reflects the broadest consensus.

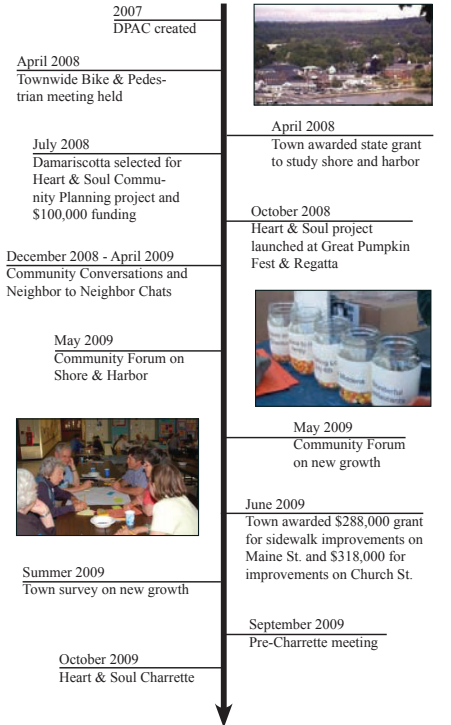


DPAC includes Steven Hufnagel (Chair), Robin Mayer (Vice Chair), Laurie Green (Scribe) and members David Atwater, Mal Gormley, Garrett Martin, Rob Nelson, George Parker, Steve Peters, Buzz Pinkham, Marianne Pinkham, Alan Pooley, Mary Kate Reny, Jack Spinner, Dave Wilbur, and Amy Winston. Pictured are DPAC members, representatives from the Orion Family Foundation and Friends of Midcoast Maine.

MEET DPAC

From Planning to Progress: Two Years of Accomplishments

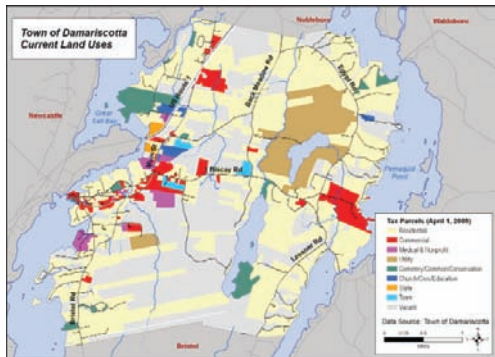
Planning takes a lot of time, but the Damariscotta Planning Advisory Committee (DPAC) has already made a lot of progress in the two years since its founding. Here are some important milestones:



Damariscotta Heart & Soul Community Planning • www.damariscottame.com • page 2

HEART & SOUL COMMUNITY PLANNING CHARRETTE • OCTOBER 22-26, 2009

Visualizing Damariscotta in 2030

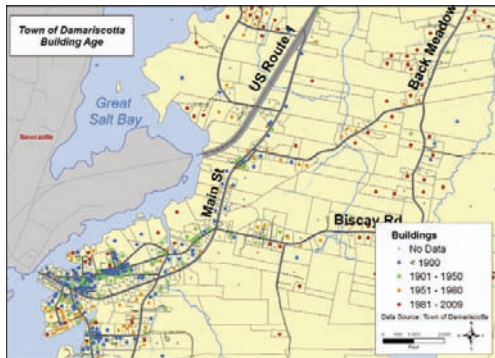


Choose Damariscotta's Future - And Yours

cont. from page 1

Participants will be asked to raise issues and express their desires for future development over several days. Then the Design Team will work to illustrate those ideas and the public will comment again, telling the designers whether they have accurately captured the desired vision. This pattern will repeat itself through various scheduled sessions around specific topics. On the final night, October 26, a public presentation of the proposed designs will be made.

The Design Team will develop specific design components on the spot (street and parking design, landscape, development capacity, and zoning code) to address those issues and desires. Town Staff and volunteers will be on hand to help facilitate the process and ensure that citizens' feedback is instantly incorporated into the design scenarios.



These maps show how Damariscotta has grown and where we live and work today. What will these maps look like in twenty years? Come to the charrette and let us know what you'd like to see for our future.

Tools for Community Planning

The charrette will make use of a number of tools to help citizens visualize and understand Damariscotta's future. Among them is CommunityViz®, a tool that helps people visualize, analyze and communicate about the future of their communities. Based in geographic information system (GIS) software, CommunityViz uses interactive maps, charts, 3-D models, and other tools to analyze and illustrate planning choices.

In the charrette, CommunityViz will be used to present different ways the town could grow in the future and the trade-offs among those possibilities. For instance, how might different development scenarios affect local costs and tax revenues? What are the impacts of new growth on treasured natural places and environmental resources? CommunityViz will help to illustrate these kinds of tradeoffs for alternatives in future development.

MEET THE TEAM

Bill Dennis Town Design

The Charrette Team of Bill Dennis Town Design includes a talented group of planners, designers, landscapers, traffic engineers, mapping professional and retail specialists.

Heart & Soul Project Coordination

Friends of Midcoast Maine Executive Director Jane Lafleur is the Project Coordinator for Damariscotta Heart & Soul Community Planning. The Heart & Soul Community Planning project is a partnership between the Orton Family Foundation, The Town of Damariscotta, and Friends of Midcoast Maine.



HEART & SOUL COMMUNITY PLANNING CHARRETTE • OCTOBER 22-26, 2009



Keeping Damariscotta a Vibrant, Livable Community

Communities across the country struggle with many of the same challenges as Damariscotta: how to improve access to education and healthcare, make housing and local living affordable, create jobs and retain local character. The good news is that solutions are already out there, many of which can apply to Damariscotta.

Adapted from Dan Burden, Executive Director of Walkable Communities, a nonprofit consulting firm. Visit www.walkable.org.

Livable communities are destinations: vibrant, walkable towns that are talked about, celebrated and loved for their uniqueness and ability to nurture the natural environment and human spirit. All towns can take action to become more attractive and livable for citizens and visitors alike.

The most successful communities have clear visions for the future, but they also use a number of tangible design features, policies, and actions to build on community values:

- 1. Compact, lively town center.** Merchants take pride in their shops' appearances. A variety of stores offer local products and services. There is unique and distinct personality or character to the place.
- 2. Many linkages to neighborhoods (including walkways, trails and roadways).** People have choices of many routes from their homes to the center; the most direct are walking routes. Well-maintained sidewalks and bike lanes are on most streets.
- 3. Low-speed streets.** Most motorists on narrow neighborhood and town center streets and near public areas yield to pedestrians. On-street parking slows traffic and protects pedestrians.
- 4. Neighborhood schools and parks.** Many children are able to walk or bicycle to school and nearby parks. Many residents live within a half-mile of parks or other attractive public spaces.
- 5. Public places for all.** Services and facilities are provided for children, teens, the disabled and senior citizens. Public restrooms, drinking fountains and sitting places are plentiful.
- 6. Convenient, safe and easy street crossings.** Downtowns and neighborhood centers have frequent, convenient, well-designed and lit street crossings.
- 7. Good landscaping practices.** The community has many parks and "green" streets with trees and landscaping. Trails, bridges and promenades provide access to the natural areas in town.
- 8. Coordinated land use and transportation.** People support their small, local stores. People seek ways to include affordable homes in most neighborhoods. The built environment is of human scale and reduces the need for automobile trips.
- 9. Celebrated public space and public life.** Whether it is a plaza, park, street or waterfront, well-loved public spaces are convenient, secure and comfortable. There are many places to sit.
- 10. People walking.** There are no rules against loitering. Lingering in public places is encouraged and celebrated. Children rarely need to ask parents for transportation.

Give Us Your Two Cents!



There are many ways to get involved in shaping the future of our community. Here are some of them:

- Come to a DPAC meeting on the first and third Tuesdays of the month.
- Stop in during the 4 day charrette at the Barn at Round Top Farm when you can, especially the evenings of October 22 and October 26.
- Talk to a member of DPAC about your concerns or issues.
- Talk to the Damariscotta Select Board members.
- Send an e-mail to Jane Lafleur, the Heart and Soul Coordinator, at dpac@damariscottame.com.
- Add a story about life in Damariscotta to www.communityalmanac.org.
- Send DPAC a note by mail at: 2 Courtyard Street, Box 13, Damariscotta, Maine.
- Offer to serve on the Comprehensive Planning Committee or one of Damariscotta's other committees.
- Get your kids and teens involved in community events and activities.
- Start a project or volunteer as we start taking action to make Damariscotta a more vibrant, livable community!

Printing courtesy of: The Lincoln County News

Skidompha Library

Damariscotta Region Business Alliance

FRIENDS OF

MIDCOAST MAINE



spectrum generations

GIBBS
PLANNING
GROUP

Damariscotta, Maine
RETAIL MARKET STUDY
October 20, 2009 Revised April 6, 2010

This Study finds that there is unmet demand for neighborhood retail development to meet today's existing consumer expenditure in the Damariscotta/Newcastle, Maine Study Area. There is also demand for retail development to meet the projected consumer expenditure driven by the population growth through 2014.

Gibbs Planning Group, Inc. (GPG) predicts that the existing unmet demand, and that which is projected from household growth through 2014, will be enough to support a new neighborhood retail center. The result of this unmet demand is that many local residents travel far outside of the Damariscotta area for much of their primary retail goods and services needs.¹ On the other hand, the historical Town provides a quant setting for well-healed residents and tourists to enjoy fine dining, and unique specialty shops for browsing and entertainment.

GPG concludes that statistically, 76,900 square feet (sf) of new (additional) retail and restaurant development is likely to be supportable (producing enough sales to pay living wages and cover market rate business expenses) today in the Damariscotta/Newcastle area as noted below:

- 22,700 sf Full Service and Limited Service Restaurants
- 19,600 sf Health Care & Personal Services
- 18,500 sf Apparel and Apparel Accessories
- 10,200 sf Home Furnishings and Furniture Retail
- 3,700 sf Miscellaneous Retail (Office Supply, Florist and Card/Gift Stores)
- 1,800 sf General Merchandise Retail (General Store, Junior/Discount Department Store)
- 300 sf Hardware & Lawn Care Retail

This Study also finds that statistically, 91,600 square feet of new retail and restaurant development is likely to be supportable in 2014. Please find below a summary of the statistically supportable retail at the site:

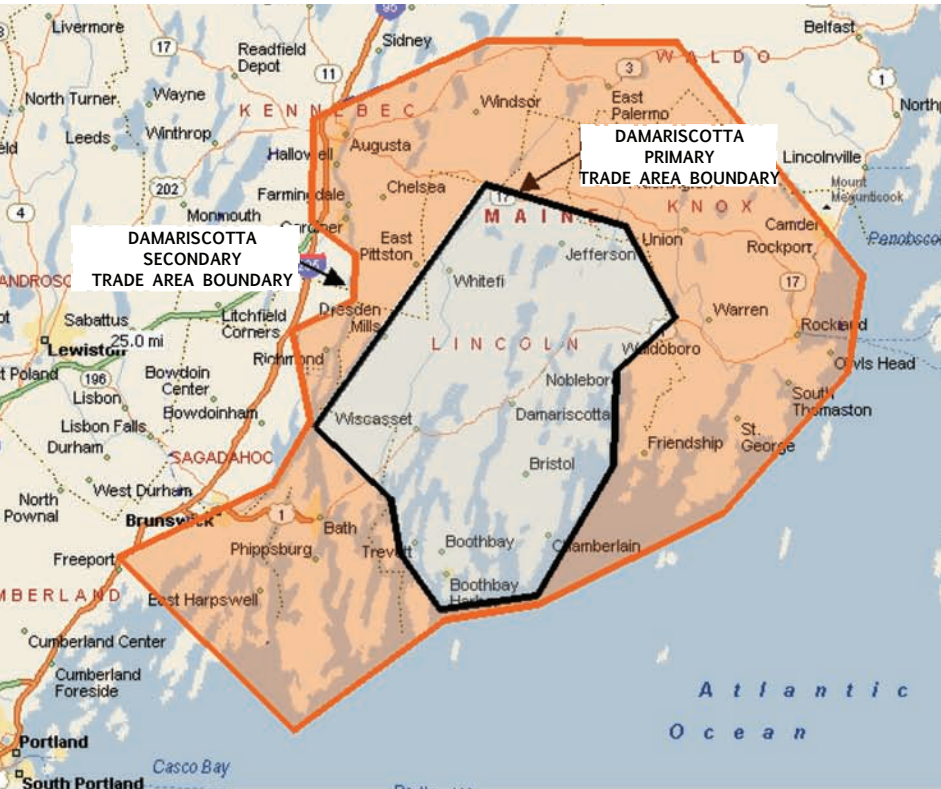
- 26,900 sf Full Service and Limited Service Restaurants
- 22,300 sf Health Care & Personal Services
- 21,600 sf Apparel and Apparel Accessories
- 11,900 sf Home Furnishings and Furniture Retail
- 5,100 sf Miscellaneous Retail (Office Supply, Florist and Card/Gift Stores)
- 1,900 sf General Merchandise Retail (General Store, Junior/Discount Department Store)
- 1,800 sf Hardware & Lawn Care Retail

¹ Based on GPG's conversations with individuals and Town officials who participated in focus groups during the October 2009 charrette as well as individuals GPG talked with during random meetings restaurants, coffee shops, and on the street during the charrette and observations about the current mix of businesses in the community.

330 E. Maple Street No. 310 Birmingham, Michigan 48009
URBAN RETAIL CONSULTING + TOWN PLANNING + MARKET RESEARCH
Tel. 248.642.4800 Fax. 248.642.5758 www.gibbsplanning.com

The Damariscotta/Newcastle, Maine Study Area is made up of two trade areas. The Primary Trade Area has a significant competitive advantage because of access, design, lack of competition, traffic and travel patterns, and close proximity to the consumer base. This competitive advantage equates to a domination of the capture of consumer expenditure by the retailers in the Downtown area. The Secondary Trade Area is an extension of the Primary Trade Area. Consumer expenditure attracted to Downtown Damariscotta/Newcastle from the Secondary Trade Area is not dependent on convenience or accessibility, but is drawn to Damariscotta/Newcastle because of tenant mix, design, consumer preference for particular retailers, uniqueness of products, and a favorable shopping experience for the consumer.

Damariscotta / Newcastle Estimated Trade Area Map



These projections are based on the following assumptions:

- No other major retail centers are planned or proposed at this time and, as such, no other retail is assumed in our sales forecasts.
- No other major retail will be developed within five miles of the subject site.
- The region's economy will stabilize at normal or above normal ranges of employment, inflation, retail demand, and growth.
- Expansion of the existing retail center will be planned, designed, built, and managed as a walkable town center, to the best practices of The American

Planning Association, the Congress for the New Urbanism, the International Council of Shopping Centers, and the Urban Land Institute.

- Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the development. An overall parking ratio of 4.0 cars per 1,000 square feet gross, or higher, will be maintained throughout the expansion of the existing center.
- Visibility of the retail is also assumed to be very good, with signage as required to assure good visibility of the retailers.

Methodology

GPG conducted the following process to complete this Level 1 retail market study:

1. Prior to participating in the October 22-24, 2009 planning charrette, GPG estimated a preliminary primary and secondary trade area for the subject site. GPG purchased and reviewed demographic and consumer economic data from ESRI, a private geographic data company for the study area and the estimated trade areas.² ESRI's data is based in-part on updated U.S. Census research. ESRI estimates consumer spending by various demographic lifestyle groups and existing retail sales within the given study area. The primary trade area includes most of Lincoln County, reaching 15-20 miles from Damariscotta. The primary trade area includes Boothbay, Bristol, Wiscasset, and Jefferson.
2. During the October charrette, GPG spoke with local business owners, citizens, community groups, and property owners, some of whom participated in focus sessions as well as others in their establishments during the charrette. GPG also observed pedestrian patterns, retailer and restaurant service standards, and parking patterns. *Note: Interviewees' statements have not been independently verified by GPG.*
3. GPG also conducted a preliminary field evaluation of most major existing shopping centers and retail concentrations in and around the greater Damariscotta/Newcastle area, including Downtown Brunswick and Cook's Corner.
4. GPG visited the Damariscotta/Newcastle area during the daytime, as well as the evening, to gain a qualitative understanding of the retail gravitational patterns and traffic patterns throughout the study area. GPG also examined geographical and topographical considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the local competition, concentrations of daytime employment, and the retail gravitation in the market, using our experience defining trade areas for similar markets. These observations supplemented GPG's research before and after the charrette.
5. Finally, based on the potential consumer retail category expenditure and existing retail and restaurant sales, GPG projected the net consumer expenditure capture potential (in terms of dollars), and converted the potential expenditure capture to potential retail square footage of supportable retail. Note: supportable retail is

² Demographic data, including population, population by age, families, households, average household size, owner and renter occupied housing units, median income, households by income, and ethnicity, was taken from the 2000 Census, which was updated with 2009 estimates and 2014 projections by ESRI. Consumer economic data, including gross consumer expenditures, estimated for 2009 and projected for 2014 by ESRI, is based on original research and Maine state labor and taxation information.

defined as a business that produces enough sales to pay for normal operating expenses, living wages, overhead, debt service and industry averages for wages.

6. The attached Leakage/Surplus Factor by Industry Group bar chart estimates both the existing supply and demand. Note that leakage is defined as the existing consumer spending that is occurring outside of the shown trade areas. Surplus is an estimate of the retail business categories that are over-performing or have greater sales than is typical for that industry. Surplus or over-performing businesses are common in resort communities.

Limits of Study

The findings of this Level 1 study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in the Damariscotta area by 2014. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible for this level of research and are believed to be reliable. It should be noted that the findings of this study are based upon generally accepted market research and business standards for preliminary analysis. It is possible that Damariscotta could support smaller or larger quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors, including the management and design of the study area such as hours of operation, product offerings, lack of parking, and other reasons. In addition, while the demand may be there now, retail expansion may not occur because of the lack of financing, availability of property, or unsuitable zoning.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study **should not** be the sole basis for designing, financing, planning, and programming any business, real estate development, or public planning policy. Further market research, including a Level 2 or Level 3, should be conducted to more accurately determine the study area's market characteristics. More detailed research includes additional studies of the study area's demographics, analysis of the existing and projected commercial businesses, discussions with shopping center professionals, brokers, developers and retailers.

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

RETAIL MARKET STUDY

Supportable Retail Table Damariscotta, Maine Study Area									
Retail Category	2009	2014	2009	2014	2009	2014	2009	2014	
	Gross Consumer Expenditure ('000's)	Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Supportable Retail (SF)	Potential New Captured Annual Sales	Est. Sales Per S/F	Potential New Captured Annual Sales	Est. Sales Per S/F	
Women's Apparel	\$23,534	\$26,329	5,600	6,500	\$1,428,000	\$255	\$1,898,000	\$292	
Men's Apparel	\$20,354	\$22,771	6,000	7,000	\$906,000	\$151	\$1,218,000	\$174	
Children's Apparel	\$12,941	\$14,478	4,000	4,600	\$888,000	\$222	\$1,154,000	\$251	
Unisex Apparel	\$6,146	\$6,876	2,700	3,100	\$453,000	\$168	\$582,000	\$188	
Shoe Store	\$3,719	\$4,161	200	400	\$31,000	\$158	\$70,000	\$177	
Total Apparel, Shoes & Accessories	\$66,694	\$74,615	18,500 sf	21,600 sf	\$3,706,000	\$191	\$4,922,000	\$216	
Computers and Software	\$17,473	\$19,548	0	0	\$0	\$0	\$0	\$0	
General Electronics	\$23,711	\$26,527	0	0	\$0	\$0	\$0	\$0	
Appliances	\$14,910	\$16,681	0	0	\$0	\$0	\$0	\$0	
Total Electronics, Appliances, & Computers	\$56,094	\$62,756	0 sf	0 sf	\$0	\$0	\$0	\$0	
Full Service Restaurant	\$158,952	\$177,831	12,000	14,600	\$4,332,000	\$361	\$6,029,000	\$413	
Limited Service Restaurant	\$83,026	\$92,887	10,700	12,300	\$2,931,000	\$274	\$3,788,000	\$308	
Drinking Places	\$6,828	\$7,639	0	0	\$0	\$0	\$0	\$0	
Total Food & Restaurant	\$248,806	\$278,357	22,700 sf	26,900 sf	\$7,263,000	\$320	\$9,817,000	\$365	
Grocery Store	\$292,646	\$327,404	0	0	\$0	\$0	\$0	\$0	
Specialty Food Store	\$27,270	\$30,509	0	0	\$0	\$0	\$0	\$0	
Beer, Wine and Liquor Store	\$4,466	\$4,996	100	100	\$41,000	\$415	\$47,000	\$478	
Total Food & Beverage Stores	\$324,382	\$362,909	100 sf	100 sf	\$41,000	\$410	\$47,000	\$470	
Department Store	\$14,621	\$16,358	800	800	\$174,000	\$218	\$190,000	\$238	
Discount Department Store	\$17,870	\$19,992	1,000	1,100	\$197,000	\$197	\$236,000	\$215	
Warehouse Club	\$57,160	\$63,949	0	0	\$0	\$0	\$0	\$0	
Used Merchandise Store	\$4,354	\$4,871	0	0	\$0	\$0	\$0	\$0	
Total General Merchandise Stores	\$94,005	\$105,170	1,800 sf	1,900 sf	\$371,000	\$206	\$426,000	\$224	
Building Materials & Supplies	\$59,739	\$66,834	300	1,800	\$93,000	\$312	\$640,000	\$356	
Lawn, Garden Equipment and Supplies	\$7,289	\$8,155	0	0	\$0	\$0	\$0	\$266	
Total Hardware, Lawn & Garden Store	\$67,028	\$74,989	300 sf	1,800 sf	\$93,000	\$310	\$640,000	\$356	

Source: Gibbs Planning Group, 2009, and ESRI, 2009.

This Table indicates estimated gross consumer expenditures, supportable retail sizes, captured annual sales, and sales per square foot.

The *Gross Consumer Expenditures* column reflects existing retail spending by residents within the shown trade areas, but does not take into account sales (supply) of existing businesses located within the trade area.

The *Captured Annual Sales* column reflects GPG’s estimate of the new or additional sales that Damariscotta can capture. Note, captured sales do not indicate the amount of sales that are presently occurring in Damariscotta / Newcastle. For example: the Table shows \$71,483,000 of total Health Care and Personal Services occurred in the study area during 2009. An **additional** (new sales that were leaving the area in 2009) \$7,663,000 of Health Care and Personal Sales are estimated by GPG to be supportable in 2009.

Supportable Retail Table Damariscotta, Maine Study Area									
Retail Category	2009	2014	2009	2014	2009	2014	2009	2014	
	Gross Consumer Expenditure ('000's)	Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Supportable Retail (SF)	Potential New Captured Annual Sales	Est. Sales Per S/F	Potential New Captured Annual Sales	Est. Sales Per S/F	
Drug Store/Pharmaceutical	\$43,605	\$48,784	9,400	10,700	\$4,775,000	\$508	\$6,227,000	\$582	
Health and Beauty Store	\$4,289	\$4,798	1,300	1,500	\$388,000	\$299	\$489,000	\$326	
Optical/Vision Care	\$7,148	\$7,997	2,800	3,200	\$786,000	\$281	\$1,068,000	\$334	
Personal Services	\$16,441	\$18,394	6,100	6,900	\$1,714,000	\$281	\$2,166,000	\$314	
Total Health Care & Personal Services	\$71,483	\$79,973	19,600 sf	22,300 sf	\$7,663,000	\$391	\$9,950,000	\$446	
Furniture Store	\$28,210	\$31,561	3,300	4,000	\$762,000	\$231	\$1,008,000	\$252	
Home Furnishings	\$22,459	\$25,126	6,900	7,900	\$1,173,000	\$170	\$1,501,000	\$190	
Total Home Furnishings Store	\$50,669	\$56,687	10,200 sf	11,900 sf	\$1,935,000	\$190	\$2,509,000	\$211	
Jewelry Store	\$6,186	\$6,921	0	0	\$0	\$0	\$0	\$0	
Luggage & Leather Store	\$3,328	\$3,723	0	0	\$0	\$0	\$0	\$0	
Total Jewelry, Luggage, and Leather Goods Stores	\$9,514	\$10,644	0 sf	0 sf	\$0	\$0	\$0	\$0	
Art, Craft and Sewing Stores	\$1,948	\$2,179	0	0	\$0	\$0	\$0	\$0	
Musical Instrument Store	\$1,735	\$1,941	0	0	\$0	\$0	\$0	\$0	
Book & Music Stores	\$12,776	\$14,293	0	0	\$0	\$0	\$0	\$0	
Sporting Good Store	\$7,868	\$8,802	0	0	\$0	\$0	\$0	\$0	
Toy and Hobby Store	\$1,967	\$2,201	0	0	\$0	\$0	\$0	\$0	
Sporting Goods, Hobby, Books, Music Stores	\$26,294	\$29,416	0 sf	0 sf	\$0	\$0	\$0	\$0	
Card/Gift Shop	\$5,691	\$6,367	400	900	\$84,000	\$210	\$214,000	\$238	
Florists	\$3,943	\$4,411	3,000	3,500	\$597,000	\$199	\$787,000	\$225	
Office Supplies, Stationary	\$5,691	\$6,367	300	700	\$66,000	\$221	\$175,000	\$250	
Pet Supply Store	\$5,195	\$5,812	0	0	\$0	\$0	\$0	\$0	
Tobacco Shop	\$5,845	\$6,539	0	0	\$0	\$0	\$0	\$0	
Video/Entertainment	\$1,624	\$1,817	0	0	\$0	\$0	\$0	\$0	
Total Miscellaneous Retailers	\$27,989	\$31,313	3,700 sf	5,100 sf	\$747,000	\$202	\$1,176,000	\$231	
Total Identified Retail Expenditure	#####	\$1,166,829,000	76,900 sf	91,600 sf	\$21,819,000	\$284	\$29,487,000	\$322	

Gross expenditures do not necessarily indicate that new businesses are supportable for a given retail category. For example, in the Table, jewelry stores have an estimated 2009 gross consumer expenditure of \$6,186,000; however, GPG concludes that a new jewelry store is not supportable in the Damariscotta study area because of the amount of existing stores selling jewelry in the existing area. It is possible that an innovative jewelry store could open and over-perform for the

market or introduce a new line of merchandise and/or level of service that would produce more consumer spending than is typical for the Damariscotta/Newcastle demographic profile as understood by the Level 1 research. Source: Gibbs Planning Group, 2009, and ESRI,

Demographic and Income Profile

Summary	2000	2009	2014
Population	32,995	34,670	35,051
Households	13,969	15,250	15,601
Families	9,405	10,066	10,195
Average Household Size	2.34	2.25	2.23
Owner Occupied Housing Units	11,570	12,600	12,823
Renter Occupied Housing Units	2,399	2,650	2,778
Median Age	42.9	46.8	48.7

Trends: 2009-2014 Annual Rate	Area	National
Population	0.22%	0.91%
Households	0.46%	0.94%
Families	0.26%	0.74%
Owner Households	0.35%	1.19%
Median Household Income	0.12%	0.80%

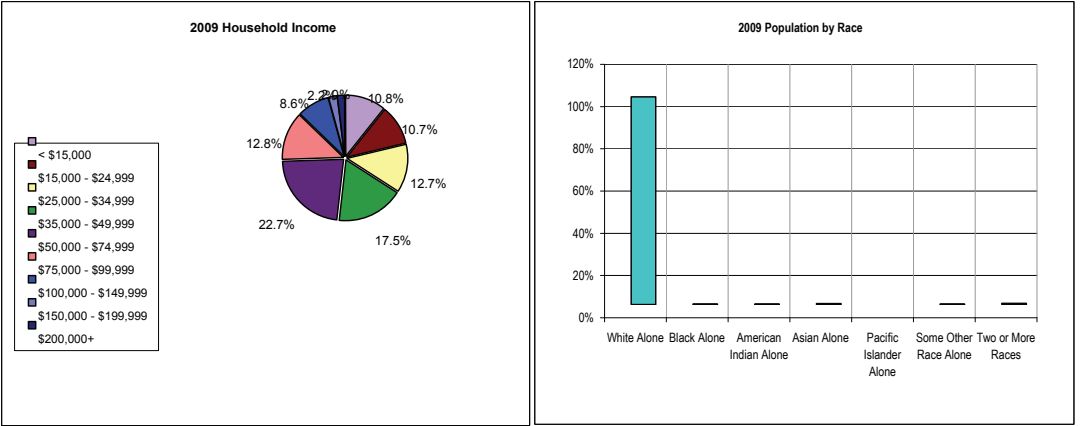
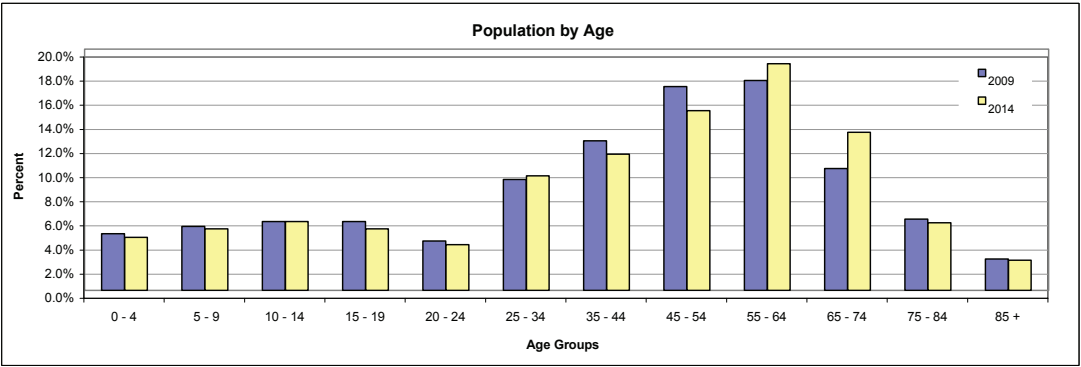
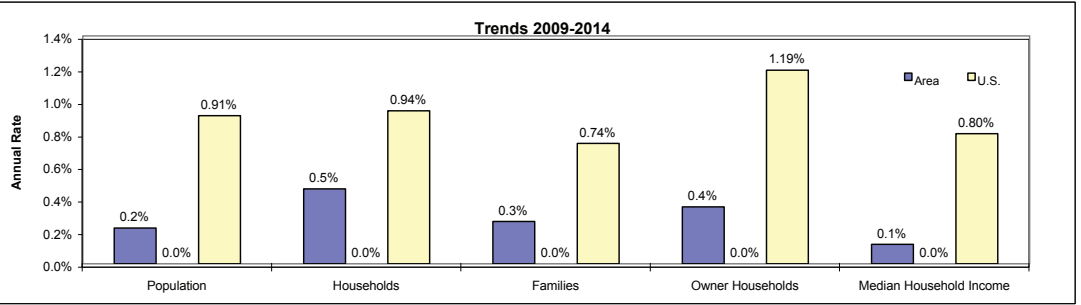
Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,087	15.0%	1,647	10.8%	1,616	10.4%
\$15,000 - \$24,999	2,132	15.3%	1,626	10.7%	1,499	9.6%
\$25,000 - \$34,999	2,088	15.0%	1,938	12.7%	1,686	10.8%
\$35,000 - \$49,999	2,827	20.3%	2,666	17.5%	3,337	21.4%
\$50,000 - \$74,999	2,531	18.2%	3,465	22.7%	3,476	22.3%
\$75,000 - \$99,999	1,155	8.3%	1,949	12.8%	1,991	12.8%
\$100,000 - \$149,999	772	5.5%	1,308	8.6%	1,342	8.6%
\$150,000 - \$199,999	157	1.1%	341	2.2%	338	2.2%
\$200,000+	194	1.4%	309	2.0%	315	2.0%
Median Household Income	\$38,572		\$48,614		\$48,904	
Average Household Income	\$49,363		\$60,623		\$61,116	
Per Capita Income	\$20,950		\$26,774		\$27,324	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,590	4.8%	1,618	4.7%	1,557	4.4%
Age 5 - 9	2,001	6.1%	1,823	5.3%	1,793	5.1%
Age 10 - 14	2,382	7.2%	1,979	5.7%	1,993	5.7%
Age 15 - 19	2,090	6.3%	1,965	5.7%	1,796	5.1%
Age 20 - 24	1,180	3.6%	1,438	4.1%	1,346	3.8%
Age 25 - 34	3,311	10.0%	3,189	9.2%	3,334	9.5%
Age 35 - 44	5,077	15.4%	4,316	12.4%	3,963	11.3%
Age 45 - 54	5,243	15.9%	5,861	16.9%	5,211	14.9%
Age 55 - 64	4,000	12.1%	6,034	17.4%	6,591	18.8%
Age 65 - 74	3,228	9.8%	3,499	10.1%	4,597	13.1%
Age 75 - 84	2,094	6.3%	2,040	5.9%	1,978	5.6%
Age 85+	799	2.4%	908	2.6%	892	2.5%

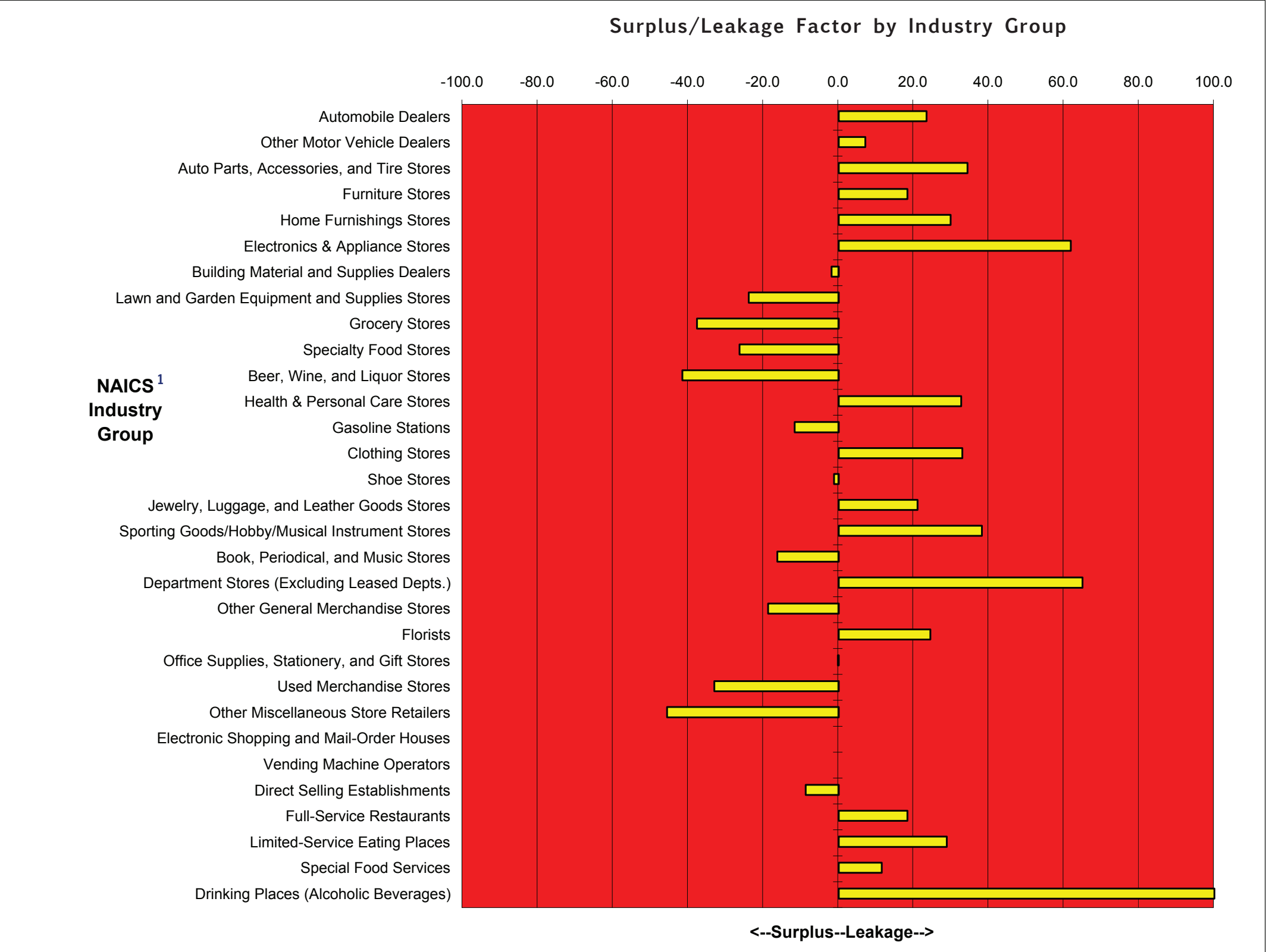
Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	32,525	98.6%	34,071	98.3%	34,371	98.1%
Black Alone	52	0.2%	72	0.2%	84	0.2%
American Indian Alone	64	0.2%	75	0.2%	81	0.2%
Asian Alone	117	0.4%	182	0.5%	227	0.6%
Pacific Islander Alone	4	0.0%	4	0.0%	4	0.0%
Some Other Race Alone	36	0.1%	55	0.2%	68	0.2%
Two or More Races	197	0.6%	211	0.6%	216	0.6%
Hispanic Origin (Any Race)	140	0.4%	235	0.7%	305	0.9%

Data Note: Income is expressed in current dollars.

Demographic and Income Profile



Source: US Census, 2000, and ESRI, 2009.



The chart to the left shows the potential for the Damariscotta area to capture retail sales currently being purchased outside the region. Note that leakage is defined as the existing consumer spending that is occurring outside of the primary and secondary trade areas. Surplus is an estimate of the retail business categories that are over-performing or have greater sales than is typical for that industry. Surplus or over-performing businesses are common in communities with significant seasonal sales.

Yellow bars to the right of center show where the Damariscotta area is not capturing its share of sales. Yellow bars to the left of center show where the area is capturing more than its share of sales. Businesses providing home furnishings, electronics, and florists are not meeting local demand, and people are traveling to other regions to get these goods.

- Damariscotta / Newcastle’s Primary Trade Area includes:
- Boothbay
 - Bristol
 - Damariscotta
 - Jefferson
 - Newcastle
 - Wiscasset

- Damariscotta / Newcastle’s Secondary Trade Area – includes all or portions of:
- | | |
|-------------|------------|
| Augusta | Phippsburg |
| Bath | Pittston |
| Camden | Richmond |
| Chelsea | Rockland |
| Dresden | Rockport |
| Farmingdale | Thomaston |
| Gardner | Union |
| Hallowell | Warren |
| Harpswell | Washington |
| Owl’s Head | Windsor |
| Palermo | |

Source: Gibbs Planning Group, 2009.

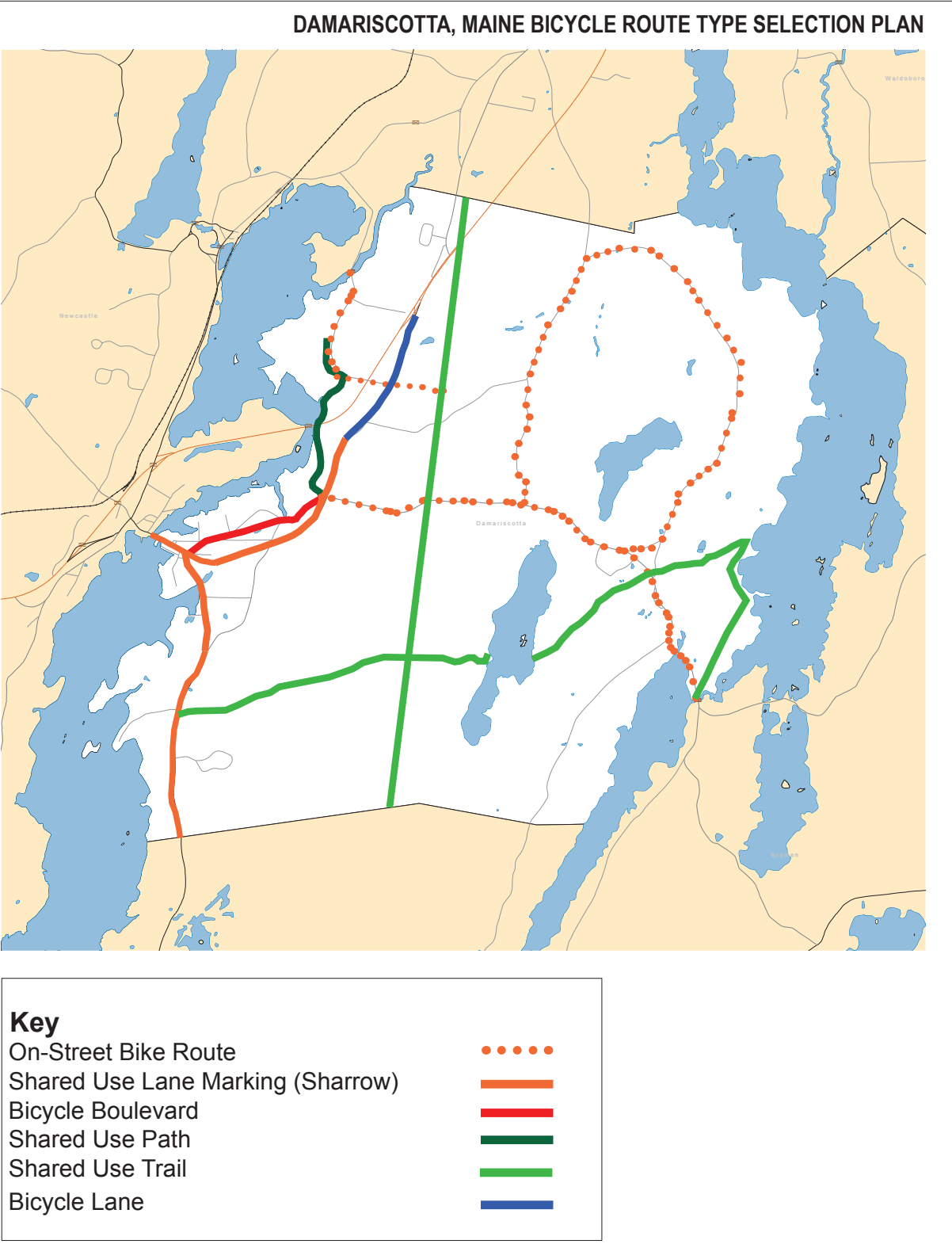
¹ North American Industry Classification System (NAICS). See www.naics.com .

DAMARISCOTTA, MAINE
BIKEWAYS

PREPARED BY THE STREET PLANS COLLABORATIVE

*The bicycle is the most efficient machine ever created:
Converting calories into gas, a bicycle gets the equiva-
lent of three thousand miles per gallon.*

Bill Strickland



DAMARISCOTTA , MAINE BICYCLE THOROUGHFARE & FACILITY TYPE SUMMARY

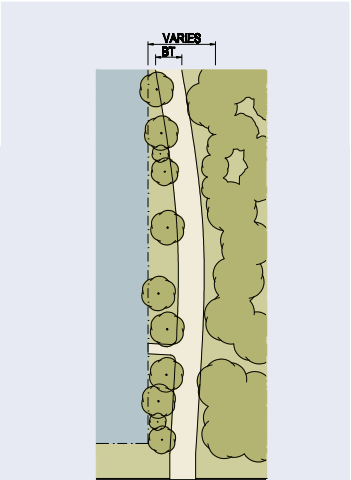
Table B1: Bicycle Thoroughfare and Facility Type Summary - This table prescribes opportunities for the placement of Bicycle Thoroughfares and bikeway infrastructure across the Transect.



a. Bicycle Thoroughfare Types								
Bicycle Trail	permitted	permitted	permitted				warrant	
Bicycle Path		permitted	permitted	permitted			warrant	
Bicycle Lane			permitted	permitted			warrant	
Shared Lanes	permitted	permitted	permitted	permitted	permitted		warrant	
b. Bicycle Parking								
Bicycle Rack (standard)		warrant	warrant	permitted	permitted		warrant	
Bicycle Rack (decorative, public art)				permitted	permitted		warrant	
Bicycle Shelter				warrant	permitted		warrant	
c. Additional Bicycle Thoroughfare Countermeasures								
Safety and Route Signage	permitted	permitted	permitted	permitted	permitted		warrant	
Wide Curb Lane							warrant	
Shared Use Lane Marking (Sharrow)			permitted	permitted	permitted		warrant	
Physically-Separated Bicycle Lane								
Contra-Flow Bicycle Lane								
Buffered Bicycle Lane								
Bicycle Box								
Shoulder	permitted	permitted	warrant				warrant	

© MIKE LYDON AND ZACHARY ADELSON 2009

BICYCLE THOROUGHFARE ASSEMBLIES



BT-V-10

KEY

BT - V - 10

Thoroughfare Type

Right of Way Width

Bikeway Width

BICYCLE THOROUGHFARES

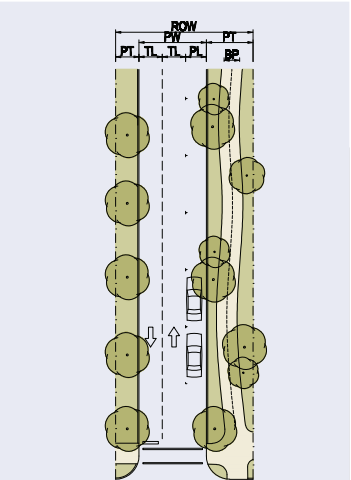
Bicycle Trail: BT

Bicycle Path: BP

Bicycle Lane: BL

Shared Lanes: SL

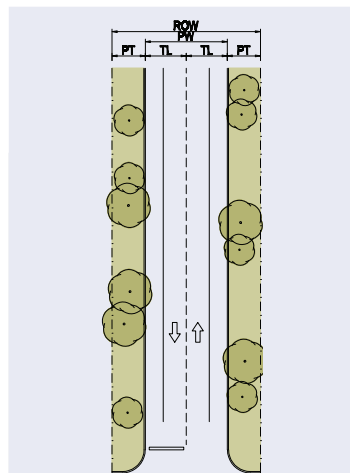
Bicycle Thoroughfare Type	Bicycle Trail
Transect Zone Assignment	T1, T2, T3
Right-of-Way Width	Varies
Bikeway Width	8 - 12 feet
Movement	Dual Direction Movement
Design Speed	Varies
Intersection Crossing	Stop
Traffic Lanes	n/a
Parking Lanes	n/a
Curb Radius	n/a
Bicycle Parking	Opportunistic
Curb Type	n/a
Landscape Type	Naturalistic



BP-V-12

Bicycle Thoroughfare Type	Bicycle Path
Transect Zone Assignment	T3, T4, T5
Right-of-Way Width	Varies
Bikeway Width	10-12 feet
Movement	Dual Direction Movement
Design Speed	Varies
Intersection Crossing	Stop, Signalized
Traffic Lanes	Varies
Parking Lanes	Varies
Curb Radius	Varies
Bicycle Parking	Racks, Shelter, Locker
Curb Type	Various
Landscape Type	Planted

THOROUGHFARE ASSEMBLIES



SL-10-8

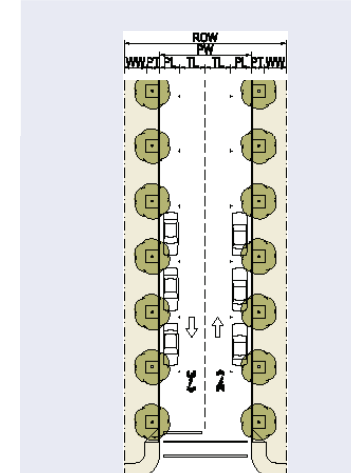
Bikeway Thoroughfare Type	Shared Roadway, Shoulder
Transect Zone Assignment	T1, T2, T3
Right-of-Way Width	Varies
Bikeway Width	4-8 feet
Movement	With Traffic
Design Speed	Varies
Intersection Crossing	Yield
Traffic Lanes	Varies
Parking Lanes	n/a
Curb Radius	Varies
Bicycle Parking	Opportunistic
Curb Type	Swale
Landscape Type	Varies

A diagram of a two-lane road with a central divider. The road is flanked by trees on both sides. The central divider is labeled 'ROW' and 'PW'. The road is labeled 'WV' and 'BL' on both sides. The diagram shows a car in the left lane moving right and a car in the right lane moving left, with arrows indicating the direction of travel.

BL-11-5

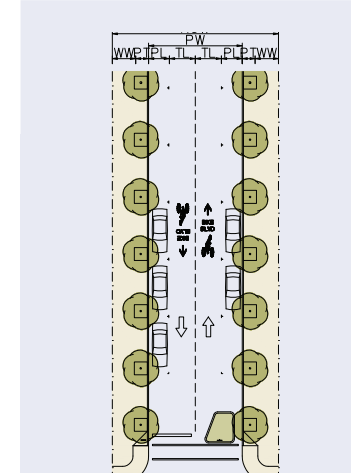
Bike Lane
T3, T4
Various
5 feet(parallel parking)
With Traffic
Varies
Stop, Signalized
Varies
Varies
Varies
Rack, Shelter
Varies
Varies

BICYCLE THOROUGHFARE ASSEMBLIES



SL-10-V

Bikeway Thoroughfare Type	Shared Use Lane (Sharrow)
Transect Zone Assignment	T3,T4
Right-of-Way Width	Varies
Bikeway Width	Varies
Movement	With Traffic
Design Speed	Varies
Intersection Crossing	Stop, Signalized
Traffic Lanes	Varies
Parking Lanes	Varies
Curb Radius	Varies
Bicycle Parking	Rack, Shelter,
Curb Type	Varies
Landscape Type	Varies



SL-V-V

Shared Use Lane
T3, T4
Varies
Varies
With Traffic
Varies
Stop, Signalized
Varies
Varies
Varies
Rack, Shelter
Varies
Varies

MAIN STREET SHARED USE LANE MARKINGS



DEFINITION OF BICYCLE TERMS

ARTICLE 7. DEFINITIONS OF TERMS
BICYCLE MODULE

- Bicycle Boulevard:** A Thoroughfare with shared Vehicular Lanes that give movement priority to bicyclists.
- Bicycle Lane:** a lane reserved for bicycle travel within a vehicular Thoroughfare, marked by a painted line.
- Bicycle Locker:** an enclosed and securitized locker that provides bicycle parking for medium and long term use.
- Bicycle Path:** a dual-direction Bicycle Thoroughfare that is physically separated from vehicular Thoroughfares, often shared with pedestrians, rollerbladers, etc, and detailed for the more urban Transect Zones.
- Bicycle Route:** a route marked with signage to be amenable to bicycling. A Bicycle Route may or may not be comprised of one or more types of Bicycle Thoroughfares over its trajectory.
- Bicycle Shelter:** an easily identifiable and accessible shelter that provides multiple bicycle racks for public use.
- Bicycle Thoroughfare:** a continuously designated segment of right-of-way that provides exclusive, preferential, or equal priority for bicycle travel. It includes the Bikeway and any Curbs, markings and/or protective barriers.
- Bicycle Trail:** a dual-direction Bicycle Thoroughfare that is physically separated from vehicular Thoroughfares, often shared with pedestrians, and detailed for the more rural Transect Zones
- Bikeway:** The portion of a Bicycle Thoroughfare used by cyclists, the equivalent of the Vehicular Lanes or roadway for motor traffic.
- Countermeasure:** a technique or facility intended to mitigate unsafe or unappealing bicycling conditions.
- Shared Use Lane Marking:** see **Sharrow**.
- Shared Vehicular Travel Lanes:** Thoroughfares that may be be supplemented by traffic-calming Countermeasures, signage, or Shared Use Lane Markings that instruct bicyclists and motorists to safely share the travel lanes.
- Sharrow:** a pavement marking applied to a Thoroughfare too narrow to accommodate Bicycle Lanes and/or with vehicular target speeds slow enough to allow cyclists to move safely with motor vehicles.
- Shoulder:** the paved portion of a roadway that exists outside of the striped vehicular travel lanes.

© MIKE LYDON AND ZACHARY ADELSON 2009

DAMARISCOTTA, MAINE BICYCLE PARKING PLAN

PREPARED BY THE STREET PLANS COLLABORATIVE

*The bicycle is the most efficient machine ever created:
Converting calories into gas, a bicycle gets the equivalent of three thousand miles per gallon.*

Bill Strickland



Fig.1: While there are many types of bicycle parking solutions, only a few will effectively meet the needs of the bicycling public. In the foreground, the derided “comb” rack is remains heavily underutilized, while the adjacent Inverted “U” racks receive heavy use. This use pattern indicates the preference of bicyclists.

INTRODUCTION

While bikeways are the most visible element within a bicycle network, cyclists must also have safe and convenient places to store their bicycles at trip’s end. Thus, providing bicycle parking and other “end-of-trip” facilities is critically important in supporting bicycling as a viable mode of transportation. Solutions range from the basic bicycle rack, to semi-enclosed bicycle shelters, to full bicycle stations that may include attended bicycle storage and repair, showers, lockers, changing rooms, rentals, and even cafe space.

However, no matter the type, bicycle parking is commonly excluded or insufficiently addressed in the planning, urban design, and development process. As a result, accessible, attractive, and safe parking options for both short and long term use are often undersupplied or poorly sited. After undertaking a “Handlebar Survey” of Damariscotta’s existing bicycle parking conditions, it is apparent that additional and improved bicycle parking facilities are needed in the town.

It should be noted that the general public’s growing desire for expanded bicycle infrastructure has been met with a commensurate level of institutional and political support. For instance, Damariscotta recently completed a pedestrian and bicycle plan, which noted the need to accommodate and promote bicycling. This action led directly to marking a few preliminary bike routes along some of the town’s more rural, but scenic roadways.

While expanding Damariscotta’s bicycle parking facilities is certainly beneficial to all, formulating a coherent approach will help identify appropriate types, locations, and the various user groups so that all new bicycle parking facilities are safe, attractive, accessible, and meet the needs of the bicycling public.

The Bicycle Parking Plan and Standards contained herein are intended to provide all stewards of the Damariscotta Bicycle and Pedestrian Plan with the information needed to improve bicycle parking conditions, and by extension, the town’s bikeway network.

IMPLEMENTATION

The Bicycle Parking Plan and Standards are conceived at the scale of the whole town, but are intended to be implemented with sensitivity at the block level, and in keeping with the overall needs of Damariscotta’s individual neighborhoods, districts, and corridors. The townwide “Areas of Primary Need” diagram (Fig. 40), identify locations for the provision of future bicycle parking facilities. However, additional steps and specific site analysis should be undertaken so that bicycle parking remains convenient, visible, and located properly in relation to the destinations and bicyclists it serves.

Like Damariscotta’s bikeway plan, this Bicycle Parking Plan must be implemented in cooperation with a number of inter-related town, county, and state entities who



Fig. 2: New and attractive "post and ring" bicycle racks clearly announce the presence of bicycle parking in downtown shopping districts.

have jurisdiction over the governance and physical development of Damariscotta and its public right-of-ways.

The realization of this Bicycle Parking Plan should also be supplemented and supported by the town's residential and business communities. To date, many municipalities have created bicycle parking programs that encourage public and private partnerships that reduce the cost of purchasing and installing bike racks while simultaneously expanding the supply. For example, some town's have a 50-50 match bicycle parking implementation program that encourages businesses to partner with the municipality. Similarly, other municipalities maintain a "shop by bike" program which encourages businesses to provide discounts, parking, and promotions to those who chose to meet their shopping needs via the bicycle--a sustainable mode of transportation that does not burden the street network. Such programs are worth researching and potentially adapting to the Town of Damariscotta.

It is the intent of this entire Plan to encourage government entities to work with the town's businesses and neighborhoods to support and foster bicycling as a viable, safe, and sustainable form of recreation and transportation for decades to come. Bicycle parking and other end-of-trip facilities have a key role to play in realizing this goal.

BICYCLE PARKING TYPOLOGIES

While there are a multiplicity of bicycle parking designs and configurations from which to choose, there are only five basic types:

- 1) bicycle racks
- 2) semi-enclosed bicycle shelters
- 3) fully enclosed bicycle lockers
- 4) fully enclosed bicycle stations/storage rooms
- 5) self-service bicycle sharing systems.

Matching each of these types and the available configurations to the right context is not difficult, but requires an understanding of the following:

- intended bicycle user group
- length for which bicycles are likely to be parked
- type(s) of trips to be accommodated (long/short term)
- proposed location and the surrounding land uses
- local climate considerations
- ability of the proposed facility to provide orderly, safe, and attractive bicycle parking
- basic performance standards and siting guidelines

Due to its scale, and the current level of bicycling, not all five types of bicycle parking are appropriate for the Town of Damariscotta.

BICYCLE RACKS provide places to temporarily store bicycles in a safe and organized manner. While a great variety of designs and configurations are available, the most effective are those which are easy to identify, efficient in the their ability to accommodate the intended amount of bicycles, allow for easy bicycle maneuverability in and out of the designated bicycle parking space, and enable the bicycle to be secured properly.

Two simple and recommended forms that meet these standards are the inverted "U" Rack (Fig. 2) and the "Post and Ring" (Fig. 3). Each design may be implemented singularly - one rack provides two bicycle parking spaces - or configured in groups where demand exists. One such application, the Bicycle Corral, makes use of several racks to replace a motor vehicle parking space where demand is high and sidewalk space is either limited or must accommodate high volumes of pedestrian traffic (Fig. 4). Depending on the configuration, a single motor vehicle parking space may yield between 6 and 12 bicycle parking spaces.

STANDARD BICYCLE RACK RECOMMENDATION

While both the Inverted U and the Post and Ring offer excellent short term bicycle parking solutions for most



Fig.2: Standard invterted "U" racks are a recommended facility type.



Fig.3: "The Post and Ring" offers an attractive and visible bicycle rack design.



Fig.4: Bicycle corrals may replace a single vehicle space, or be inserted into under-utilized spaces where pedestrian traffic is heavy and right-of-way is limited.



Fig. 5: "Wave" bicycle rack fail to support bicycles adequately and can contribute to a messy streetscape.



Fig. 6: If used at all, comb bicycle rack designs are typically sited poorly and used inefficiently.

bicyclists, it is recommended that Damariscotta designate a version of the Inverted "U" rack to be the standard town bicycle rack. Selecting a single design type will yield added recognition by bicyclists over time and streamline the implementation process. That being said, certain contexts may allow or dictate a different, if not more intense parking facility type.

PUBLIC ART BICYCLE RACKS

Certain neighborhood, civic, district, non-profit, institutional, or business groups within the Town of Damariscotta may want to pursue bicycle parking facilities that reinforce an existing cultural, historical, social, and/or other known identity. In such instances, custom or public art bicycle racks should be allowed to creatively address bicycle parking needs while simultaneously enhancing the profile of bicycling and the entity such racks are intended to serve. However, when implemented, the form of art racks often trump function-



Fig.7: This public art bicycle rack is poorly located, inefficient, and does not provide enough frame stability for parked bicycles.

ality. All too often this results in inefficient, unrecognizable, and undesirable bicycle parking facilities. Thus, the provision of art racks should meet or surpass the guidelines and performance standards set forth in this Bicycle Parking Plan, follow any future regulations or Bicycle Parking Ordinances, and be approved by Damariscotta's Town Planner before implementation.

BICYCLE RACK SAFETY AND PERFORMANCE STANDARDS

In addition to the location and siting standards detailed in the following pages, all bicycle racks should not be capably compromised by hand tools, especially those that are easily concealed (wire cutters, screw drivers etc.). Similarly, bicycle racks and the bicycles secured to them, should not create a tripping hazard or barrier for pedestrian and the visually impaired.

To ensure public safety, all bicycle racks should:

- support the frame of the bicycle in at least two locations
- allow the frame and one wheel to be locked to the rack when both wheels are left on the bike
- allow the frame and both wheels to be locked to the rack if the bicyclist decides to remove the front wheel
- allow the use of a cable lock, a U-shaped lock, or preferably both.
- be securely anchored to the ground
- be usable by bicycles with bottle cages, panniers etc.
- be usable by a variety of bicycle sizes and types
- keep both wheels on the ground

All outdoor bicycle racks and any related facilities should also be well-lit and visible at night so that users may feel as comfortable as possible using the facility.



Fig. 8: An acceptable bicycle rack allows the frame to support and secure the bicycle with a standard U-lock or cable lock in at least two places.

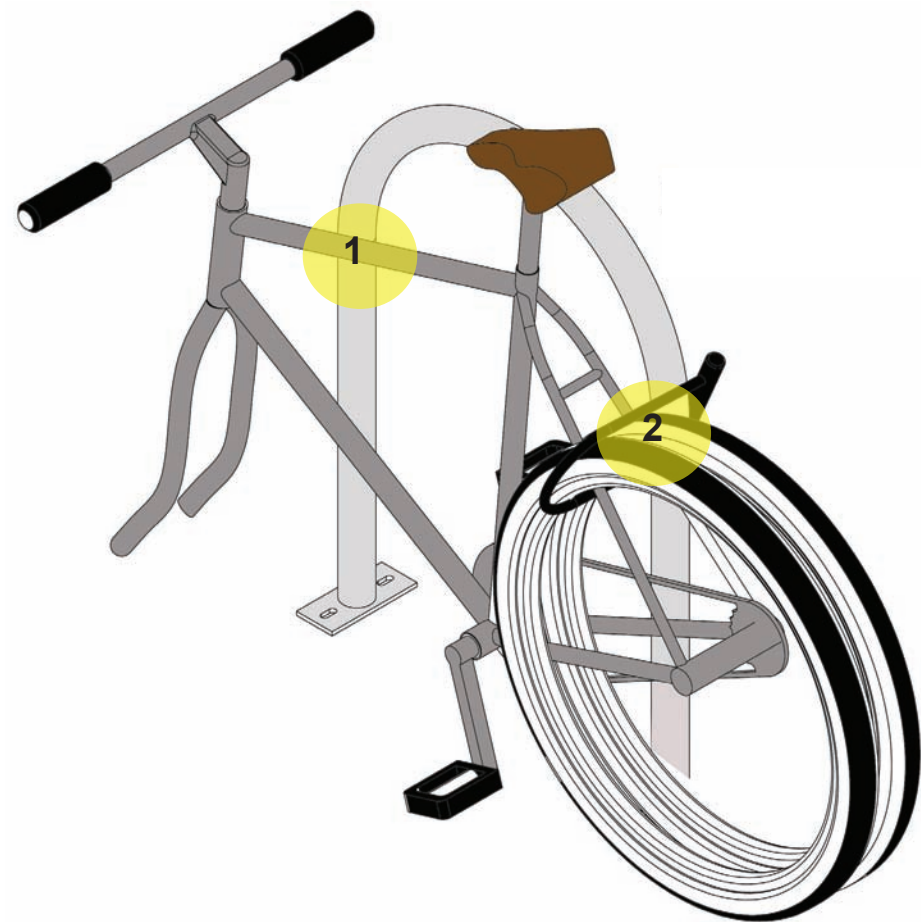


Image adapted from Dero

Fig. 9: Locking both wheels together, along with the frame to the bicycle rack provides the best protection against theft.



Fig. 10: Replete with a neighborhood bike map, this bicycle shelter provides an organized and attractive solution for protecting bicycles from inclement weather.

BICYCLE SHELTERS provide semi-enclosed weather protection for bicycles. They are intended to accommodate short and medium term parking needs. Bicycle shelters should be placed at highly frequented bicycle destinations where users tend to park for periods of an hour or more. Such places include, but are not limited to employment centers, transit stops, fitness gyms, civic buildings, parks, schools, and other educational institutions. Bicycle shelters should be easily identifiable, well-lit at night, and be able to sufficiently protect bicycles from the elements.

Bicycle Shelters also provide an opportunity to display safety information, a map of the regional and local bicycle network, and/or any other relevant bicycle or local information. The spacing between individual bicycle racks and/or other streetscape elements must be taken into account and should follow the general bicycle parking performance and location standards contained within this Bicycle Parking Plan.

The Town of Damariscotta may consider pursuing the implementation of bicycle shelters in strategic locations. Doing so will raise the profile of bicycling and provide a parking amenity that provides shelter for longer parking stints. Additionally, Maine's climate makes the provision of bicycle shelters particularly relevant.

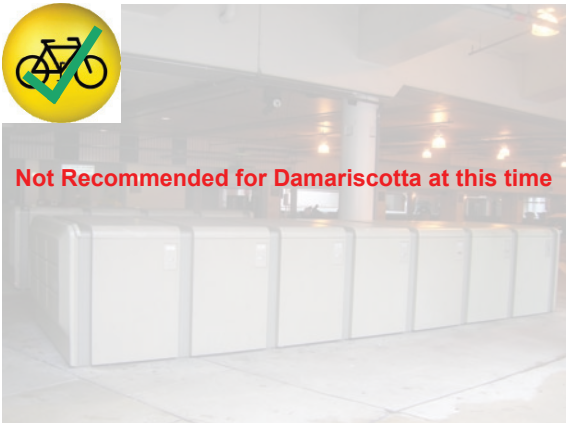


Fig. 11: Bicycle Lockers offer a secure, long term parking solution.

BICYCLE LOCKERS not only offer additional security and protection from the elements, they provide an appropriate solution for long term bicycle parking needs. Bicycle lockers should be placed at transit stops, well-used park and ride locations, civic buildings, large residential apartment buildings and office towers, and within educational institutions. While such facilities offer a higher level of security for the bicyclist, they must be well-maintained to ensure that their use continues unfettered and that tampering and theft attempts are kept at bay.

Additionally, bicycle lockers need to be located so that they are highly visible, accessible and convenient to any/all adjacent land uses destinations and intermodal transportation options. Because bicycle lockers are intended for long term use, safe lighting is a critical element to making the lockers feel safe, as many bicycle commuters may be using the facility. Some site locations may justify the use of CCTV devices to monitor the lockers and the surrounding areas.



Fig. 12: The McDonald's Cycle Center provides, lockers, changing facilities, a cafe, and repair for Chicago's bicycle community.

BICYCLE STATIONS are intended to serve as a regional hub for metropolitan bicycling activity. They may offer a wide variety of services, such as secure and attended parking facilities, bicycle rentals, changing rooms, lockers and showers, cafe space, and repair services. As such, they provide the highest level of bicycle parking service for both medium and long term use. They also elevate the visibility and viability of bicycling across the region, and often become social centers for those who use them frequently.

Bicycle stations are most appropriate for urban core, central business district locations where the services offered may be maximized by bicycle commuters and tourists alike. Cities such as Chicago (Fig. 12), Seattle, Berkely and Long Beach all provide working models.

Bicycle stations should be placed in a highly visible location, preferably with access to regional and local transit networks. Parks, plazas, central government buildings and transit stations all are all potential locations.

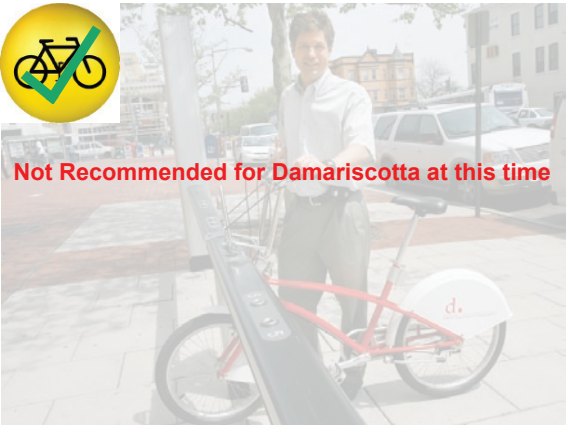


Fig. 13: A fledgling bikeshare system in Washington D.C. provides additional mobility choices in the central business district.

BICYCLE SHARING SYSTEMS provide an easy-to-use and inexpensive form of public transportation. Each "station" includes multiple bicycles that are able to be rented from a service kiosk designed for visibility and ease of use. Stations are typically located within the public sidewalk, but may also replace an existing on-street parking space where sidewalk space is at a premium. Bicycle stations may also be located within a public park, plaza, or transit stop.

Like the bicycle station concept, bicycle sharing systems are ideal for the most urban environments, such as central business districts and high-density mixed-use neighborhoods. While Washington D.C. is the only American city to have successfully implemented a bicycle sharing system thus far, cities such as New York City, San Francisco, Boston, and Miami Beach are moving to implement systems reminiscent of the most successful in Europe (Barcelona, Lyon, Paris).

While it is conceivable that Damariscotta could provide a very small bicycle sharing system, it is recommended that the town focus first on improving the bicycle network so that an increasing number of citizens and visitors would feel comfortable taking to the streets with the bicycles provided by such a system.

RECOMMENDED SHORT TERM BICYCLE PARKING FACILITIES



Fig. 14: Bright and easily identifiable, the Post and Ring rack is appropriate for short term use.



Fig. 15: Well-organized U racks provide proximity to the destination they serve.



Fig. 16: When well-designed, custom bicycle racks raise the profile of bicycling while providing a secure and stable parking solution.



Fig. 17: Easily identifiable and secure, a stylized inverted U bicycle rack provides an easily recognizable parking solution.



Fig. 18: Temporary bicycle parking valet service provides safe and convenient bicycle parking solutions for events.



Fig. 19: Replacing one automobile parking space with standard U Racks can yield as many as twelve bicycle parking spaces.

POOR SHORT TERM ICYCLE PARKING FACILITIES



Fig. 20: Poor site selection and the lack of maintenance deters bicyclists from using this sub-standard wave bicycle rack.



Fig. 21: The post and ring is a good rack choice, but as installed it places the bicycle in the motor vehicle right-of-way.



Fig. 22: If used as intended, these confusing and unstable racks force bicyclists to leave their bicycles hanging.



Fig. 23: Located far from the building entrance, these poorly maintained "wheel bender" comb racks raise security concerns amongst bicyclists, and deter use.



Fig. 24: A lack of organized bicycle parking forces bicyclists to seek their own solution, creating a messy and difficult parking situation.



Fig. 25: A regrettable location and an unstable "campus" rack deters use and does not allow bicyclists to lock up properly.

DAMARISCOTTA'S BICYCLE PARKING FACILITIES



Fig. 26: While bicycle theft is not a major problem in Damariscotta, “free-range” bicycle parking can sometimes be a detriment to public safety and pedestrian accessibility.



Fig. 27: While featured rather prominently, the location and rack type at GSB School could be improved.



Fig. 28: This comb rack at the YMCA has already been damaged, and requires bicyclists to inconveniently lift their bicycles over the rack.



Fig. 29 The type of rack (comb) at Skidompha Public Library could be improved and located more visibly.

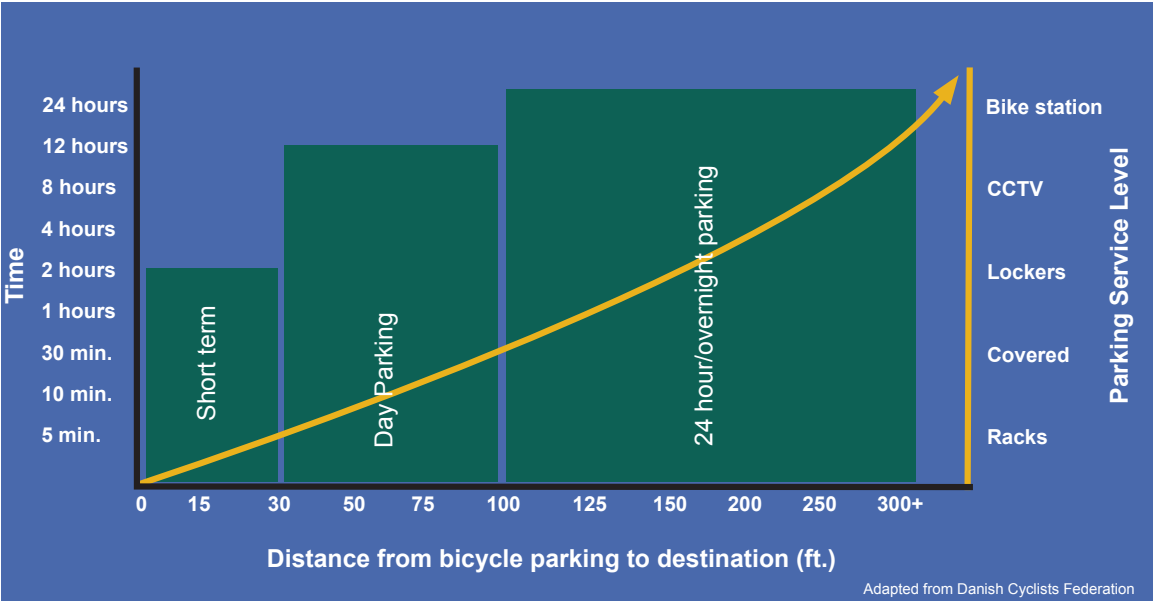


Fig. 30: The above graph demonstrates the relationship between bicycle parking types and the acceptable distance between the location of parking and the destination.

GENERAL LOCATION AND PROXIMITY

The general location and specific placement of bicycle parking and other end-of-trip facilities is crucial to its success. Similar to motorists, bicyclists desire to park as close and as conveniently to their destination(s) as possible. However, the specific placement of parking facilities, per Figure 29, may vary by the type of facility being provided and the type of trip/user it is intended to serve.

Short term parking facilities, like bicycle racks and shelters, should be located as close as possible to the destination(s) they serve. This is especially important for streets served by concentrations of retail where any prolonged effort to find adequate bicycle parking is as frustrating for the bicyclist as circling the block is for the motorist.

Long term parking, such as bicycle lockers and stations, should also be as convenient as possible. However, the protection from inclement weather and the enhanced level of safety/service that such facilities afford the user often makes up for location deficiency. Similarly, shower, changing rooms, and locker facilities need not be located inside the destination they serve, but should provide enough proximity and convenience so that commuting by bicycle is as easy as possible.

Short and long term parking facilities should adhere to the following location and performance standards.

LOCATION AND PERFORMANCE STANDARDS

In general, safe bicycle rack locations should:

- maximize visibility and minimize opportunities for vandalism by being located near pedestrian traffic, windows, doors, and/or well-lit areas;
- protect bicycles from inclement weather, as long as they such facilities meet or exceed visibility, spacing, and performance standards;
- locate bicycles a safe distance away from automobiles parked on-street, in lots, or in structures so that bicycles will not be damaged by opening doors or errant driving behavior;
- not obstruct pedestrian traffic in any way;
- place the rack(s) between the primary road/path used by bicyclists and the entrance to the destination;
- not be located on or near stairs, large curbs, berms, or within handicap accessible ramps;
- provide enough space for bicycles of all types to maximize the bicycle parking capacity of a given facility.

Specifically, bicycle racks for short term parking should be located within 30 feet of the entrance(s) they serve. If impossible, they should be no more than a 30-second walk (~120 feet) away, or at least as close as the nearest automobile parking space.

Bicycle racks should be clearly visible from the approach to a destination's most actively used entrance. If located along a sidewalk, within the public right-of-way, bicycle parking should be visible from the street



Fig. 31: A well located and convenient bicycle shelter encourages use and keeps both sides of the sidewalk clear for pedestrians.

for which the sidewalk serves. Additionally, entire urban blocks should not be served by a large, single distant bicycle rack cluster. Rather, it is preferable to place several smaller rack clusters, or even single bicycle racks in multiple, convenient locations.

When considering the implementation of bicycle parking facilities in the Town of Damariscotta should include the following location and performance standards and guidelines should be met:

SIGNS

If a bicycle parking facility is unable to be sited visibly in front of the destination it serves then attractive signs should be provided at all primary entrances to direct bicyclists to the bicycle parking.

CLEAR PATH

With few exceptions, bicycle racks, shelters, lockers, and rental stations must allow a minimum clear path of 5 feet in width so that pedestrians may move without obstruction.

CLEARANCE FROM THE CURB

If sited parallel to the roadway, all bicycle racks must be placed at least 24 inches from the curb. Those placed perpendicular to the curb, however, must locate the nearest vertical component of the rack at a minimum of 48 inches from the curb's edge. Both dimension requirements will help prevent bicycles from being struck by car doors or moving motor vehicles.

DISTANCE BETWEEN RACKS

Bicycle racks aligned parallel to each other must be at least 36 inches apart. This includes racks that are sold as multiple rack units, which may be attached together. Racks that are aligned end to end must be at least 96



Fig. 32: While the rack's general location may be convenient to the bank entrance and ATM, its specific location forces bicyclist to park in the shrub.

inches apart.

DISTANCE FROM WALL

Bicycle racks placed perpendicular to a wall must be at least 4 feet from the wall to the nearest vertical component of the rack. Bicycle racks placed parallel to a wall must be at least 3 feet from the wall.

DISTANCE FROM A PEDESTRIAN AISLE

For indoor racks placed in groups, an adequate pedestrian aisle must be provided so that bicyclists can access and maneuver their bicycles in and out of the parking position. Bicycle racks placed perpendicular to a pedestrian aisle must be at least 4 feet from the aisle. Pedestrian aisles should be at least five feet wide wherever possible.

OTHER SITE DIMENSIONS

When placed within the public right-of-way, bicycle racks should be:

- 15 feet from fire hydrants, bus stops, taxi stands, hotel loading zones, subway/ transit station entrances, newspaper kiosks etc.
- 10 feet from driveways/curb cuts
- 6 feet from a wall fire hydrant
- 5 feet from any standpipes, or above-ground vertical structures like signs, meters, lights, mailboxes, planters, public bathrooms, pay phones etc.
- 3 feet from tree pit edges, grates, utility covers, etc.

Visual representation for many of the above conditions, are detailed generically in Figures 32-35 on the following two pages.



Fig. 33: Bicycle parking should be visible, accessible, and located within close proximity to the destinations it serves.



Fig.34: The above dimensions provide specific siting guidelines for bicycle parking within a generous streetscape.

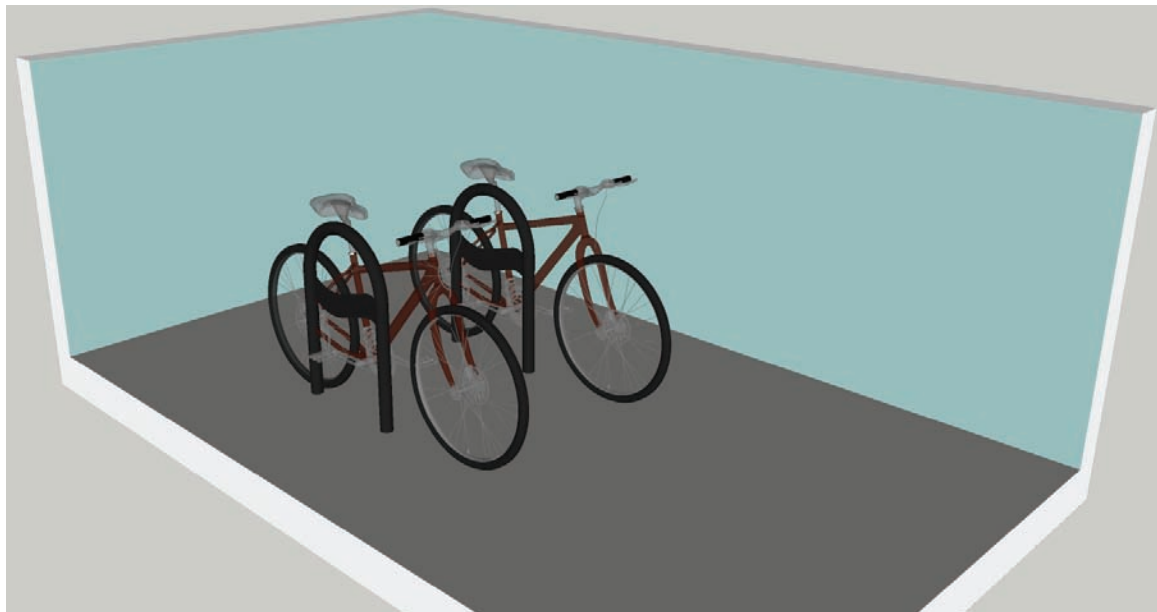


Fig.35: When located near walls, bicycle parking must maintain adequate maneuverability.



Fig. 37: Bicycle parking should be visible, accessible, and located within close proximity to the destinations it serves.

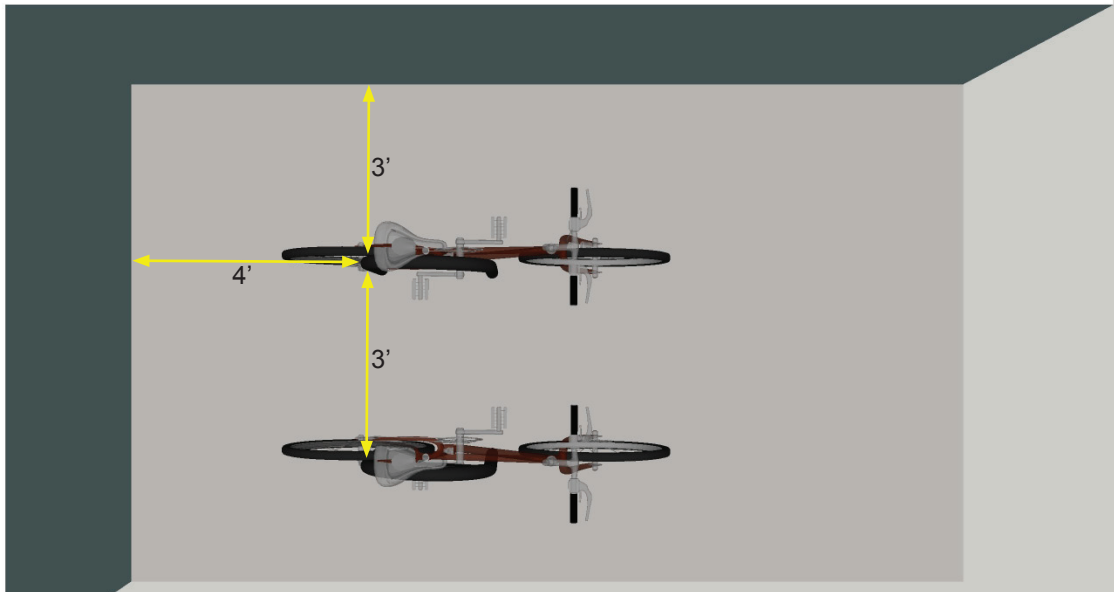


Fig.36: The above dimensions will ensure accessibility and maneuverability when bicycle parking is located near indoor or outdoor walls.



Fig.38: The above dimensions provide specific siting guidelines for bicycle parking within a constrained streetscape.



Fig. 39: A badly damaged, poorly maintained “comb” rack provides an inadequate, unsafe and unsightly bicycle parking facility.

MAINTENANCE AND AESTHETICS

Once implemented, bicycle parking facilities of all types must be well maintained. This means keeping all facilities clean, orderly, free of any/all abandoned bicycles or bicycle locks, and other debris. This will help ensure that bicycle parking remains attractive and is used frequently and as intended.

The areas around the facility, whether it be a rack, locker, or otherwise must also remain well-paved, mown, or otherwise tended and cared for so that bicyclists are not deterred from using the facility. Additionally, bicycle racks must be checked periodically so that each remains securely fastened to the ground. Failing to meet basic maintenance standards will deter use and ultimately lead to more problems than the bicycle parking facility is intended to solve.

The responsibility for maintenance and rack type selection should be conferred upon the sponsoring entity (Town of Damariscotta, Business Improvement District, individual property owner, etc.), or agreed upon between mutual public/private parties and/or multi-jurisdictional interests. This will help ensure that bicycle parking remains viable, safe, and attractive.

Bicycle racks do not have to be ugly. Indeed, if done well, bicycle parking solutions can add an attractive and unique element to any street or cityscape. In general, visibility and function remain the most important elements. However, opportunities for the city, or individual businesses or districts to develop their own “brand” of bicycle parking. Such efforts are a common occurrence in downtowns, university campuses, and in business districts keen on supporting both public art and bicycling. Indeed, a unique, well-designed bicycle rack can enhance or reinforce the visual appeal of the



Fig. 40: In New York City a design competition yielded a unique, highly attractive and functional bicycle rack that is set to become the city’s standard rack.

area in which it is placed.

While custom bicycle racks do cost more than generic racks, they raise the profile and visibility of bicycling in general, and improve the public perception regarding a city or organization’s values. Such facilities help to “spoil” bicyclists by rewarding them for making sustainable and healthy transportation choices.

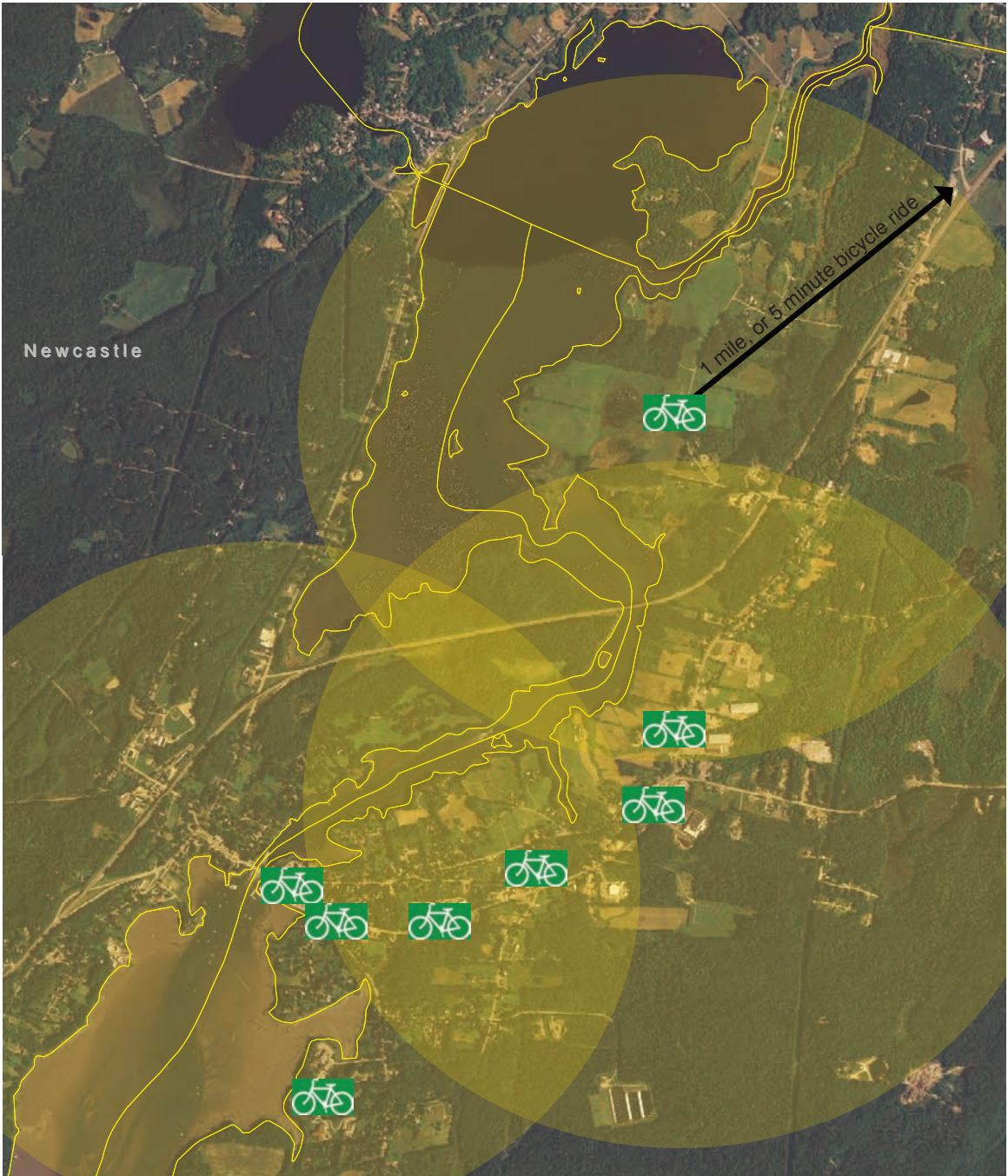


Fig. 41: Bicycle Parking is needed throughout the Town of Damariscotta. However, the Town should prioritize the implementation of bicycle parking facilities within those neighborhoods and corridors that already will likely serve as destinations for bicyclists. At 1 mile radii, “bicycle sheds” are overlaid in yellow.

GENERAL BICYCLE PARKING LOCATIONS

The Town of Damariscotta lacks bicycle parking. Because planning at this scale requires a fine grain analysis of local site conditions, the recommendations con-

tained in this plan provide only the general scope of where bicycle parking is needed most within the Town of Damariscotta.

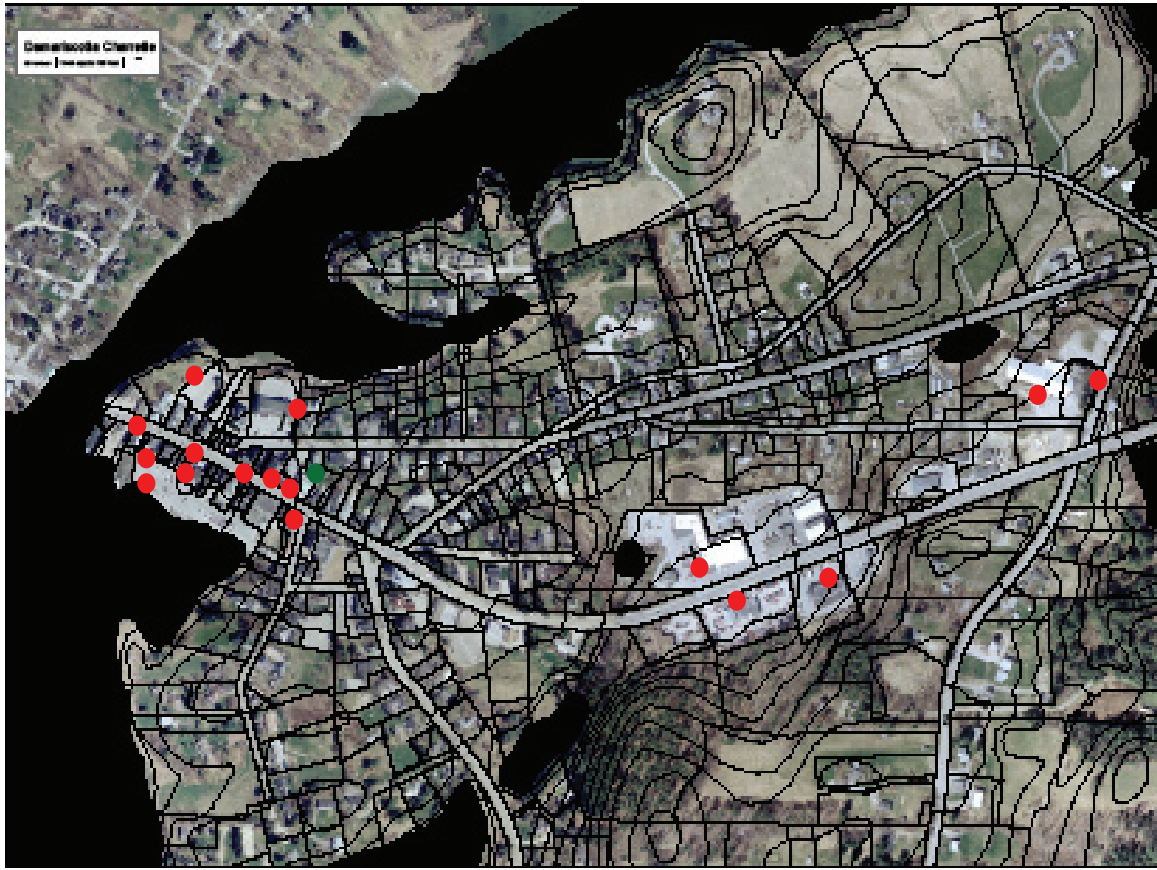


Fig.42: 28 bicycle rack locations were identified for the Town of Damariscotta. The above locations identifies 16 locations between the Damariscotta River Bridge and the Damariscotta Town Hall.

- New Bicycle Racks
- Existing Bicycle Rack



Fig. 43: Six locations were identified for bicycle racks between Damariscotta Hardware and the McDonalds at the corner of Route 1B and Biscay Road.

- New Bicycle Racks



Fig. 44: Three new locations and two replacements racks are recommended between Round Top and Great Salt Bay School.

- New Bicycle Racks
- Existing Bicycle Rack replacement

DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE

HISTORY OF DAMARISCOTTA'S LAND USE ORDINANCES



Courtesy of George Parker, 2010

1961 Comprehensive plan adopted as part of a statewide comprehensive plan funding (federal funds).

1972 Adopted state mandated Shoreland Zoning Ordinance.

1973 State mandated Subdivision Law.

1984-85 Due to a citizen request for a land use ordinance, selectmen formed a committee to create one to bring to the voters. George Parker was named chair. As the Town did not have a valid comprehensive plan, an abbreviated effort was made to create one to provide a valid basis for the ordinance, which was voted on in March 1985. Over the next year, an ordinance was crafted and brought to the voters in March 1986. It won by two votes. During that summer a petition drive was initiated for a recall vote. In September, an election was held and the ordinance was overturned by two votes. It wasn't until 1997 that another land use ordinance was crafted, voted on, and adopted.

1989 Adopted a Subdivision Ordinance based on State Law.

1990-2 State created the Office of Growth Management and mandated that all towns create and enact a comprehensive plan based on state guidelines. A committee was formed and a plan crafted and voted on by the Town. The state took issue with a couple of sections and wouldn't approve it until it met their standards. As the Office for Growth Management was rescinded, it was felt that we no longer needed state approval and the changes were not made.

1992 Enacted a new Shoreland Zoning Ordinance.

1994 Enacted a Site Review Ordinance.

1997 Crafted a Land Use Ordinance largely based on the previous ordinance with some revisions. Won easily.

1998-00 After it became known that the Town's land use ordinances could be invalidated by the courts unless the Town's comprehensive plan found consistent with state standards, the Town hired a consultant to revise its comprehensive plan to meet state guidelines and ended up revising most of the plan. The plan was found consistent by the state and adopted by the Town in 2000.

2002 Crafted an Implementation Strategy for the comprehensive plan.

2006 Size Cap Ordinance adopted to address the Big Box store issue.

2007 Revised Site Review Ordinance.

2008 Added a large scale development section to the Site Review Ordinance with design standards.

2009 Developed new Shoreland Zoning Ordinance based on new state guidelines, to be voted on in 2010.